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Katrina Renea Millet

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THE NORTH SHORE PUBLIC TRANSPORTATION DILEMMA: HOW LOCAL
SOCIOPOLITICAL IDEOLOGIES, ETHNIC DISCRIMINATION AND
CLASS OPPRESSION CREATE MARGINALIZATION, AND A
COMMUNITY'S QUEST FOR SOCIAL JUSTICE

A Project
Presented to the
Faculty of
California State University,
San Bernardino

In Partial Fulfillment
of the Requirements for the Degree
Master of Social Work

by
Katrina Renea Millet
Lisa Renee Otero


June 2011

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Approved by:



Dr. Teresa Morris, Faculty Supervisor
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Dr. Rosemary McCaslin,
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ABSTRACT

Despite the vast amount of research on public transportation issues, little is known about the public transportation deficit that exists within the marginalized community that rests along the Salton Sea known as North Shore. This unincorporated community of Eastern Riverside County is experiencing marginalization and societal exclusion. This research attempted to uncover the sociopolitical ideologies, ethnic discrimination, and class oppression that create and sustain social dominance through resource control. The North Shore transportation dilemma is addressed through a critical theory approach. An in-depth literature review allowed the researchers to formulate a knowledgeable stance and perception of the research climate. The researchers used both quantitative and qualitative data gathered from surveys and community meetings. The findings suggest that ethnic discrimination and class oppression is effecting how resources are appropriated to the North Shore residents. This research topic is rich with implications for macro practitioners working with rural and marginalized populations acting as advocates in policy implementation and policy change.

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Thanks to my creator. Also, this project or MSW program would not have been possible without the support and sacrifice of those closest to me like my baby Renee, Tianna, my mother Shirley and the rest of my family. Thank you to our brilliant advisor, Dr. Morris for setting the bar high, for supporting this project and embracing us through the beginning phase of our journey. Thanks also to Dr. McCaslin for all her support and willingness to share her knowledge, to Dr. Davis for keeping the "Dream Alive in the HIVE" and for teaching us MACRO social work principles such as x=x3, to Dr. Taylor for telling us "if you're going to be there to be there," and to Dr. Liles for his strengths based worldview and for suggesting that we "bare down and do the project."

Our hearts go out to the people of North Shore for weathering the many storms of their lives with confidence and unity. Through your fight we too are now stronger. We hope that the community continues to carry the torch by spreading awareness, empowerment and the belief that you are all worthy. Thank you to our third research partner Michael Ryan Chavez, Janet, Louisa, Jandely, and the rest of the class of 31! I love you all! (KATRINA R. MILLET)

DEDICATION

First and foremost I would like to dedicate this work in loving memory of my father, my hero, the man who instilled in me the passion and the values that motivated me to carry through with a movement such as this project. Secondly, I must thank my loving mother, my other hero, who has supported me throughout my life journey and who has pushed me to follow my dreams even as crazy as they may have seemed. I must also dedicate this project to my precious Joaquincito, la razon por mi existir and the guiding light of all my hard work and life endeavors. Tambien necesito agradecer a mi querido esposo, el amor de mi vida. His love, patience, and support, enabled our loving home to function as smoothly as possible even during the most chaotic of times over these last two years! Lastly, I would like to thank the Class of 31. Without your support this project would not have materialized as it did. I have learned immensely from each of you and I will be taking the "cherishable moments" we have shared with me as I continue along my life journey. (LISA R. OTERO)

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CHAPTER ONE

INTRODUCTION

This chapter examines the public transportation dilemma in a small rural desert community in Southern California, called North Shore. Public transportation is the most basic and common mode of commuting for minority and low-income individuals, families, and communities. Transportation serves as a gateway for individuals to move up the social mobility ladder in search of better jobs, basic education for children and pursuit of better careers for adult men and women living in poverty stricken areas (Brown, 2008). This research project asked key stakeholders and residents of North Shore about their perceptions of the absence of public transportation. The research project adopted a critical theory paradigm since it seeks to expose the issues of the voiceless by exploring the systemic complexity of sociopolitical ideologies in society, and by revealing the ways in which current attitudes fail to acknowledge the effects of ethnic discrimination and class oppression. This approach also enabled the community to voice the need for a public transportation system due to a lack of political

education and inability to participate in the political change process that apparently originates from their invisible existence within the larger context of society. Education on the political process ultimately transformed the community from a powerless people to an empowered community that permitted them to actively participate in the political change process.

Viewing the population through a critical lens determined if the population is purposely alienated, marginalized, and disenfranchised from the rest of Riverside County's population. Many sociologists suggest that contemporary class structure continues to create social inequality through the distribution of resources disproportionately between classes (Goldthorpe 1987, Goldthorpe and Marshall 1992, Wright 1994, 1994, 1996, 1997; Marshall 1997). Issues of ethnic discrimination work hand in hand with the complexities presented by class oppression resulting in limited opportunities in education occupation and means such as transportation which aid in moving up the social class ladder.

The stakeholders are the residents of North Shore, the neighboring town of Mecca employers and businesses, Mecca residents, the local public transportation agency

(SunLine Transit Agency), Riverside department of Public Social Services Family Resource Center, Mecca Family and Farm Worker Service Center, Board Director of Desert Alliance for Community Empowerment (DACE), the Transportation Committee, the Technical Advisory Committee, Salton Sea National Wild Life Refuge and the various politicians that oversee the area such as the Riverside County Supervisor for the 4th District, the United States House of Representatives from California's 45th District, and the assembly member from California's 80th District. In this project the researchers believed that those who are actively involved or who had an interest could positively or negatively develop viewpoints in light of their position.

The literature, "...develops two interwoven literature reviews: first, a review of the literature giving an analysis of the chosen ideological position; and second, a literature review...interpreted through the chosen ideological worldview" (Morris, 2006, p. 138). Combined, the literature reviews, Social Dominance, Resource Control, and Empowerment theoretical frameworks provide further insight and validation for this study.

Research Focus and Paradigm Rationale

The focus of this research project is the lack of public transportation in the North Shore community located in the eastern desert region of Southern California. The study also sought to empower the community of North Shore to take action to get public transportation. This marginalized community of Eastern Riverside County consists primarily of Mexican nationals and their descendants. Ninety-eight percent of the community members are local agricultural workers. The unincorporated town lacks vital infrastructural resources, one of which is public transportation. This creates social exclusion as well as limited access to other public services located in surrounding areas.

The study questions the current, and perhaps, historical sociopolitical attitudes of those that comprise the dominant social/political group(s) in the Coachella Valley. It also reviews how and why such ideologies are supported and maintained by governing bodies of Coachella Valley and the County of Riverside. It will also describe how this directly affects the appropriation of vital infrastructural resources such as transportation. Additionally, this research attempted to

uncover the population's exclusion from the decision-making process by sociopolitical ideologies, ethnic discrimination, and class oppression which create and sustain social dominance through resource control.

This study attempted to reveal the North Shore community's perceptions of their social exclusion and denial of resources. Additionally, it described how they responded to the lack of transportation by use of familial supports and other social networks. The researchers engaged the North Shore people in community organizing events that build on existing communal strengths for community empowerment. The researchers engaged community residents and political entities in an attempt to jointly resolve the North Shore transportation dilemma.

As mentioned, this study examined to what extent the residents of North Shore are purposely alienated, marginalized and disenfranchised from the rest of Riverside County by political figures that influence and implement policy measures.

In order for the researchers to assist in the formation of a plan for the empowerment process for the residents of North Shore, data was collected through

focus groups in the form of community meetings see (Appendix A) and survey questionnaire (Appendix B). While the data collected from the survey questionnaires was primarily focused on demographics, the data collected from community meetings provides a relationship between the resident's lack of transportation and ethnic discrimination and class oppression and action to be taken to address that oppression. The action plan consisted of a community assessment, engagement of community members, and monthly community meetings which allowed community members to formulate their own action plan. The community's action plan included creating a petition, hosting a meeting with Mayor of Coachella Valley/Vice President of Sunline Transit Board and Senior Field Representative of the Assemblymember of the 80th District and sending the results of the petition to the press.

Literature Review

This literature review develops an analysis of the integration of neo-Marxist theory and theories of ethnic discrimination. It is then divided into four parts related to: (1) poverty (2) Maslow's Hierarchy of Needs

(3) the importance of transportation and its relationship to society and (4) empowerment and social action. A neo-Marxist's analysis of class oppression shows how the Mexican, American (first and second generation) immigrant and migrant worker population that reside in North Shore are socially, politically, and economically subordinate to other members in society who are in higher levels of the class hierarchy. The absence of power and the exclusion from participating in society leaves the residents of North Shore without agency, rendering them unable to present their needs for consideration.

Neo-Marxism

A review of the literature on Mexican, American (first and second generation) immigrant and migrant worker populations, suggests that those within this group are constricted by oppressive forces. Neo-Marxist theory emerged out of the twentieth century as a framework for explaining how capitalist elite and government work together to control the economy and subordinate the lower classes (Knuttila, 1992). Additionally, neo-Marxist theory "describes an interactive class and race stratification that divides society" (Feagin & Feagin, 1999, p. 17). According to Gilbert (1998), the presence

of a stratification system is indicative of a society plagued with issues of inequality. Gilbert (1998) suggests,

a stratified society is one marked by inequality, by differences among people that are regarded as being higher or lower...it is logically possible for a society to be stratified in a continuous gradation between high and low without any sharp lines...in reality...there is only a limited number of types of occupations...People in similar position...grow similar in their thinking and lifestyle...they form a pattern, and this pattern creates social class.

(p. 44)

When it comes to class, the majority of the issues and struggles presented seamlessly cut across the social dimensions of race and ethnicity, gender, nationality and geographic origin, educational background, and even marriage and parental status (Brantley, Frost, Pfeffer, Buccigrossi, Robinson, 2003). Class has also been argued by many scholars to be more than an issue of "power or social influence" but as a systemic issue with a deep history. In the United States class factors such as politics, culture and the economy create many levels of

income, education, employment options, and socially acceptable behaviors. Classism has been described as "systematic oppression of subordinate groups (people without endowed or acquired economic power, social influence, and privilege) who work for wages for the dominant group (those who have access to control of the necessary resources by which other people make their living)" (Brantley et al., 2003, p. 2).

The North Shore population is a subordinate group as they are a community of working poor and members of the underclass which constitutes the largest supply of labor in the North Shore, Mecca and Coachella Valley. As the subordinate group the residents of North Shore fit neatly into the classism belief system which satisfies people based on "economic status, family lineage, job, and level of education" (Brantley et al., 2003, p. 3). Additionally the ideas of classism suggest that the subordinate group is less intelligent than the dominant group. Thus giving the dominate group which is primarily members from the upper-middle class and or wealthy the opportunity to "define for everyone else what is 'normal' or 'acceptable' in the class hierarchy" (Brantley et al., 2003, p. 2). "Neo-Marxist theory also suggests that the

government, or State, primarily serves the haves, or the dominant classes; it mediates competition among interest groups within the elite and relations among the social classes" (Gough, 1979, p. 55; Panitch, 1977, p. 23). For example the North Shore population could be viewed as the have not's while the SunLine transit agency can viewed as the haves, as the majority of their funding is allocated through federal funding streams.

During the 1960s and 1970s many of the neo-Marxist writings presented an internal colonial model which pointed out the exploitation of racial and or ethnic minorities. Internal colonialism presents ideas of inequalities or "uneven development" that exists between regions within a nation state (Almaguer, 1971). Considering this perspective Riverside County in this case represents a region with North Shore as an area of that region with a low level of development. While focusing on the United States, the Internal Colonialism theorists viewed both race and class stratification independently. However, they agreed that both were closely related to the ideological framework of oppression. Additionally, the Internal Colonialist highlighted the United States government's involvement in

the exploitation of lower class minorities (Almaguer, 1971, 1975; Barrera, Munoz, & Ornelas 1972; Blauner, 1972). Many of this population, documented and undocumented provide necessary labor for large corporations in North Shore, Mecca, and Coachella Valley.

Mario Barrera (1979) took the perspective of the Internal colonialism theorist and combined it with class stratification implying that contemporary Internal Colonialism presents race and class stratification as an interchangeable structure. In addition, Barrera (1979) argues that in the same realm of discrimination based on race and class that specified lower pay wages for minority workers and the maintenance of these workers in menial occupations. "Thus minority labors suffered from both class exploitation (as wage workers) and racial exploitation (as workers of color)" (Barrera as cited by Avalos, Affigne, & Travis, 1997, p. 77).

Societal inequalities stemming from the idea that race is subordinate to class is universal to Marxist and Neo-Marxist theorist (Cruse, 1968; Montejano, 1987; Saxton 1990; San Juan, 1992; Roediger, 1994; Omi and Winant 1988, 1994; Almaguer, 1987, 1994). According to Hardina (2002, p.55) improving social conditions for

oppressed groups and participation in social movements that promote increased welfare spending are a few ways social workers can aid in the alleviation of some systemic problems.

Ethnicity as it Relates to Immigration and Acculturation

An ethnic group can be defined as those "whose members share a unique social and cultural heritage passed on from one generation to the next" (Rose, They and We, as cited in Popple, 2008, p. 140). These ethnic groups often have patterns of language, family life, religion, and other customs (Rose, They and We, as cited in Popple, 2008). Ethnicity penetrates our everyday lives in the pluralistic American society. It can neither be ignored nor its prevalence diminished. Ethnicity and an understanding of how ethnicity is perceived individually and by groups is invaluable to this research study. "It can also be used to explain how groups relate to one another or reject the inclusion of one another" (Cox, 1971, p. 57). The issue of ethnicity must be addressed in order to distinguish between the cultural identities of the key players in the North Shore transportation dilemma. This section presents a discussion of the many

elements of ethnicity and how it permits one to understand how different ethnic groups perceive one another and interact by way of acceptance, tolerance, resistance or exclusion.

Yinger's research on ethnicity describes three relevant themes of ethnicity: "the relationship of ethnicity to social stratification and discrimination, ethnicity as culture, and connections between ethnicity and politics" (1985, p. 151). Yinger attempts to distinguish how the many aspects of ethnicity play out in society. He first presents perceptions of ethnic concepts and states that many use ethnic cohesion as ways to preserve cultural heritage (Yinger, 1985). It can be argued that those who limit their assimilation into the mainstream society may intentionally or unintentionally create ethnic separateness (Yinger, 1985).

Yinger (1985) addresses how three types of assimilation formulate a process whereby ethnicity is preserved or blended into the larger society. Assimilation is "a process of boundary reduction that can occur when members of two or more societies, of ethnic groups, or of smaller social groups meet" (Yinger, 1985, p. 154). The three types of assimilation are:

"1.) integration, when members are distributed across a full range of institutions, 2.) acculturation, the degree that values, norms, correspond with the larger society, 3.) identification, identifying oneself as part of the larger group" (Yinger, 1985, p. 155). This accepted group category can be described as having commonalities that cross through activities, origin, and a shared heritage.

The relationship between ethnicity, demographics, and politics are intertwined and directly affect one another. For example, the demographics in relationship to ethnicity fluctuates in that migrants may be pushed out of their native land or lured to a new land with the perception of a better quality of life (Yinger, 1985). This influx of immigrant populations may either stimulate a growth of ethnic awareness or create further discrimination. This however, is yet further influenced by politics and political issues concerning issues of ethnicity that must be confronted and resolved. If no resolution is conceded, the consequences may weaken the state as in the example of the Civil Rights Movements of the 1950's and 60's (Yinger, 1985).

Regarding Mexican immigration, "policies are implemented to regain control of borders, control

population growth, and limit the economic burden that undocumented immigrants place on society" (Yinger, 1985, p. 160). These anti-immigrant sentiments can also affect public opinion and substantiate the idea that immigrants and their ethnic identity is a threat to existing ethnic norms and values of the mainstream culture. This creates a group that is ethnically ostracized and socially excluded. Furthermore, this produces ethnic and racial patterns of inequality and conflict. "The coping mechanism utilized by the excluded ethnic group is the maintenance of emotional attachment and ethnic pride" (Yinger, 1985, p. 162).

The ethnic pride may be manifested by maintaining a separateness that is distinguished by ethnicity. This often decreases the emotional wounds created by inferiority and alienation but it does not foster an environment conducive to harmonious cultural interactions in a culturally heterogeneous society.

Chavez (1991) provides an insightful description of "the larger society's perception as well as the undocumented Mexican immigrant's self-perception of incorporation into U.S. society" (1991, p. 257). Chavez conducted structured and unstructured interviews with 300

undocumented immigrants in San Diego to gather the sentiments of their process of incorporation or exclusion. He describes how many undocumented Mexican nationals intend to temporarily inhabit the U.S. However, he argues that because "they accumulate economic and social linkages to U.S. society many Mexican and Central Americans immigrants tend to stay in the United States and imagine themselves to be part of the community" (Chavez, 1991, p. 262). According to his findings undocumented inhabitants often feel that they are part of the larger community because they participate in community activities by paying taxes, speaking English, securing employment, formatting family and participating within the larger society (Chavez, 1991). In lieu of this, he suggests that many feel that they do not want to completely acculturate and still feel strong ties to their Mexican heritage.

In contrast to their own perceptions, the U.S. population tends to view them as others, and not accepted by the American society as a whole. This is non-acceptance and this excludes the undocumented as they attempt to fully incorporate into the American community. This is worsened by policies that prohibit employers from

hiring undocumented people or that limit access to resources such as transportation as illustrated in the North Shore community. The bitter resounding message voiced by the greater U.S. society and political figures is that undocumented people are not welcomed.

Hood and Morris (1988) attempt to explain how Anglo opinions are formed and sustained in relation to the flammable topic of immigration. The authors offer two theories to support their findings. They first explain "how the contact hypothesis theory outlines and suggests that negative feelings are created from the lack of interaction between different ethnicities" (Hood & Morris, 1988, p. 3). This phenomenon is thought to lessen when individuals come into contact and a positive relationship manifests from continual contact. Some researchers oppose this view and state that "inter-group contact intensifies conflict" (Hood & Morris, 1988, p. 3). This is also known as group conflict theory.

Their study concludes that since undocumented migrants are not official members of the community and cannot fully participate, i.e., "living without valid work permits, driver's licenses, etc., their interaction with the Anglo community is limited and results in

infrequent positive social relationship formation" (Hood & Morris, 1988, p. 11). Therefore, Anglos perceive them as outsiders. The researchers also state "that negative Anglo opinion on immigration policy will increase and create further restrictions on legal entry" (Hood & Morris, 1988, p. 11). This will result in a greater influx of undocumented immigrants and will either fuel greater ethnic separateness or it will force society to adjust and interact with tolerance and acceptance.

Ethnicity is an important aspect of the North Shore transportation dilemma. First, it is imperative to define and understand the different ethnic parties that inhabit both the physical geographic areas of the Coachella Valley as well as the more ambiguous realms of the marginalized populations and the political spheres. Once the cultural elements of ethnicity have been defined one can analyze how these groups interact and determine how these interactions are formulated based on preconceptions.

Poverty

Popple (2008) gives two classes of definitions of poverty. "The first class of definitions is referred to as economic definitions; it basically defines poverty as

a lack of money and other resources" (Popple, 2008, p. 226). The second class is comprised of cultural definitions and "defines poverty as not only as a lack of money but also as a lifestyle composed of values, attitudes, and behaviors that are related to being poor" (Popple, 2008, p. 226). Defining and measuring poverty is a disconcerting task shrouded by linguistic ambiguity and contextual multidimensionality. As such, poverty is a highly contested concept (Heffernan, 2010). The inability to provide a precise definition of poverty lies within the subjectivity of meaning in language. Poverty is a unique experience that differs person to person which ultimately leads to varied concepts of poverty within a society. Furthermore, the ability to provide a unified understanding of poverty has been historically evasive as there is continental variance between the many institutional definitions of poverty as well.

This section presents several definitions of poverty while also examining its many dimensions and how the presence of poverty is defined and measured in the United States. It also presents Abraham Maslow's hierarchy of needs in relation to the needs of the residents who are the focus of this study. While the North Shore people

exemplify great resilience and many strengths, it is evident that there are economic and infrastructural deficiencies within the community, therefore a copious definition of poverty and how this concept relates to the North Shore population within their social context is provided.

Although a standard official federal definition of poverty is non-existent, the concept of living in poverty tends to be associated with monetary and/or material deficit. Take for example the previously given definition from the Merriam Webster's Ninth Collegiate Dictionary (1984) that defines poverty as "the state of one who lacks a usual or socially acceptable amount of money or material possessions" (Webster, 1984, p. 922). Although this definition is seemingly widely accepted as normative, it fails to encompass what Heffernan (2010) describes as "the diverse topical categories of poverty". These include but are not limited to:

physical topics such as, food, water, and health standards, material topics such as housing and resources, psychological topics such as isolation and inferiority, economic topics such as income and human working conditions, social topics such as

social mobility and no part of the market, institutional topics such as education, transports, access to specific institutions, and political topics such as political powerlessness, and political participation. (Heffernan, 2010, p. 38)

The United Nations offers a considerably holistic and comprehensive definition of poverty that includes the above mentioned topical categories. The U.N. defines poverty

as the total absence of opportunities, accompanied by high levels of undernourishment, hunger, illiteracy, lack of education, physical and mental ailments, emotional and social instability, unhappiness, sorrow and hopelessness for the future. Poverty is also characterized by a chronic shortage of economic, social and political participation, relegating individuals to exclusion as social beings, preventing access to the benefits of economic and social development and thereby limiting their cultural development. (United Nations, 2010, p. 38)

This definition seems to challenge the highly criticized convention of relegating material and consumer based

properties as the primary measure of being poor. Wagle (2002) argues that "future studies need to adopt an integrative approach to defining and measuring highly conceptualized notions of poverty" (2002, p. 155). He also claims that there are three types of poverty measurements that need to be incorporated when constructing an exhaustive definition of poverty:

- 1.) economic well-being is the most common and refers to income, consumption, and welfare,
- 2.) capability which focuses on factors that make individuals unable to derive sufficient human well-being such as education and health, and
- 3.) social exclusion or the idea that poverty is independent of the fore mentioned if one is excluded from the mainstream economic, political, and civic and cultural activities that are embedded in the very notion of human well-being. (Wagle, 2001, p. 158-163)

While it is evident that the literature calls for a more holistic and comprehensive definition such as that given by the United Nations, the lack of an official federal definition of poverty and the insistence on a monetary based measurement tool of poverty is reflected and

substantiated in the establishment of the Census Bureau's poverty thresholds which in turn effects the Department of Health and Human Services (DHHS) utilization of poverty guidelines. Poverty thresholds serve statistical purposes and are updated yearly by the Census Bureau. These figures stipulate the poverty level according to annual income and family size. For example, "currently the poverty threshold for a family of two is \$14,570 and the poverty threshold for a family of four is \$22,050" (Department of Health and Human Services, 2010, para. 5). A family is considered to live in poverty if their before tax income is less than the designated threshold for their family size. These guidelines are then utilized by the DHHS in order to determine financial eligibility for federal programs.

The Census Bureau measures United States poverty annually on a national level as well as by state by using the American Community Survey (ACS). The 2009 ACS revealed that 14.3 percent of the U.S. population had income below their respective poverty thresholds. This totals to 42.9 million people, or one in seven people, living in poverty (U.S. Census Bureau, 2010). The Census Bureau also reports that 18.9 percent of Americans had

income of less than 125 percent of their poverty threshold (U.S. Census Bureau, 2010). The West Coast Poverty Center states that this is the highest poverty rate since 1994 with the largest number of Americans in poverty in the 51 years that poverty has been measured (West Coast Poverty Center, 2010).

The distribution of wealth within the American society continues to exemplify alarming and increasing inequality as the highest quintile accounted for half of all total household income earned by the richest 20 percent of the population in 2008. (West Coast Poverty Center, 2010, p. 17)

The lowest quintile earned 3.4 percent of the total income (West Coast Poverty Center, 2010).

Ethnic disparities of income reveal that, while blacks make up one-eighth of the population, one quarter of blacks live in poverty (West Coast Poverty Center, 2010). Interestingly, Hispanics comprise one-sixth of the population and one-quarter of Hispanics are documented as being poor (West Coast Poverty Center, 2010). Regarding civil status the census reports that 10.8 percent of naturalized citizens are poor in contrast to 25.1 percent

of undocumented immigrants living in poverty (West Coast Poverty Center, 2010).

Poverty is an ambiguous and subjective term that eludes a universal definition. Although poverty is typically defined in America as a monetary deficit, the definition can be extended to include social exclusion and the denial of political participation that ultimately prohibits cultural development. By including fundamental social elements into a much broader definition, poverty can be re-configured into a more holistic and all encompassing concept.

Abraham Maslow's Hierarchy of Needs

Abraham Maslow's Hierarchy of Needs is a human based needs framework, based on human motivation. Levels one through four represent the physiological needs or deficiency needs while the fifth level or growth needs level make up the higher level needs. In order for an individual to progress, lower level needs must be satisfied prior to meeting higher level needs. The levels are as following: physiological needs include necessities such as air, water, and food. Safety includes stable environments, employment, and good health. Belongingness includes love, friendship, intimacy, and family. Esteem

includes confidence, achievement, and success. While the pinnacle of all the needs is "Self-Actualization" which is ones desire for personal growth and the need to become all things that a person is capable of becoming (Maslow, 1970).

Abraham Maslow's Hierarchy of Needs is applicable to this study. Maslow's model indicates that low level needs such as food, water, shelter, and clothing must be satisfied before arriving at a higher level. According to Maslow's Hierarchy of Needs, "if all the needs are unsatisfied, and the organism is then dominated by the physiological needs, all other needs may become simply non-existent or be pushed into the background" (1943, p. 374). Additionally, Maslow (1943) suggests by not having physiological needs met the human organism when it is dominated by a certain need is that the whole philosophy of the future tends also to change.

Each day the residence of North Shore find their basic needs in jeopardy as they struggle to live in an unincorporated area in Riverside County. The area's unincorporated status means that the city has no infrastructure which means they have no city government or police force. Even if the residence find their first

level of needs met they have major complications meeting the second level of needs.

Once an individual achieves the first level of needs then a new set of needs, which we may be categorize roughly as the safety needs, emerges. At this stage an individual has job stability, secure living quarters and to some degree protection from emotional harm. Due to the current economic situation in the United States many people are losing their jobs and their homes. Recent legislation in the state of Arizona has sent many migrant workers and immigrants to bordering states; this includes the following states: California, New Mexico, and Nevada. The excess of labor has threatened the job market for many of the North Shore residence. With the added competition employment opportunities are limited and many of the resident's physiological needs are threatened.

Maslow states, undoubtedly these physiological needs are the most pre-potent of all needs. What this means specifically is, that

in the human being who is missing everything in life in an extreme fashion, it is most likely that the major motivation would be the physiological needs rather than any others. A person who is lacking

food, safety, love, and esteem would most probably hunger for food more strongly than for anything else. (Maslow, 1943, p. 373)

The residences of North Shore are stuck in the cycle created by extreme poverty. They are constricted to the lower levels experiencing what Maslow terms "psycopathogenesis" as they seek to maintain their physiological and safety needs. Although this population has so many "deficiency needs" addressing one aspect of their poverty, transportation, is important to their future well-being. Furthermore it may ensure ways to improve their way of life.

Transportation

Having access to a reliable method of transportation and being mobile is a vital component of social interaction and of social well-being in general. As discussed in the above text and as suggested by Maslow, the physiological, or safety needs, of the North Shore population are not being sufficiently nourished. That is, the community is lacking the essential infrastructural component of public transportation that enables the vicious cycle of poverty to perpetuate. This is accomplished by limiting social mobility and options for

employment opportunities, limiting participation in the political process and limiting participation in the commercial or market sector. This section elaborates on the importance of public transportation to rural communities, and consequences of not having access to public transportation, as well how the government has responded to the rural transportation dilemma by way of policies and programs that are intended to reduce the possibility of "psycopathogenesis" felt by the North Shore population, or the physiological deficit of not having the secondary level of needs met (Maslow, 1943).

Brown, describes how in "many smaller communities with both longer distances between built-up areas and low population densities, transit can help bridge the spatial divide between people and jobs, services, and training opportunities, therefore reducing inequalities" (2008, p. 64). However, alarming statistics provide valuable insight to the public transportation deficit issue as 40% of all rural counties are not served at all by transit services, while 28% have only limited services (Brown, 2008). These statistics are troublesome in that there is a huge gap in the bridge (transportation) that is meant to decrease the geographic spatial divide.

In response, government interventions by way for policy and grants are addressing the need of public transportation in rural areas. TEA-21, The JARC program and Sections 5311 and 5310 provide funding for rural transportation services (Brown, 2008). Other innovative interventions have been introduced to combat this limited resource as well. "Public bodies, nonprofit agencies and private or tribal entities have attempted to address transportation deficiency issues by implementing some form of public transportation service on their own accord" (Brown, 2008, p. 65). The collaborative efforts between the Department of Transportation and the Department of Health and Human Services illustrate how federal agencies coordinate policy guidelines that include transportation matters.

Brown (2008) specifically highlights how transportation in rural communities increases individual participation within the community whereas the lack of public transportation may create social isolation. The disabled and elderly are especially affected and are isolated in communities without accessible modes of transportation. Gray (2005) provides his theory of how social capital and social exclusion are shaped by

community transportation in rural areas. Gray (2005) defines social capital as "the connections and relationships among and between people" (Gray, 2005, p. 89). He provides opposing arguments about how transportation and the lack thereof may create rich social bonds or may eradicate these bonds altogether.

Gray (2005) first points out that some rural communities have responded to the government's failed intervention or lack of attention to the issue of public transportation. Their response lies in the utilization of strong social networks or rich social capital. "In areas that lack conventional methods of public transport, carpooling and relying on friends, neighbors, relatives and work colleagues to access leisure, employment, shops and healthcare services is implemented" (Gray, 2005, p. 92). This facilitates community member participation and societal inclusion. Societies that do not exhibit such social capital and networks are subjected to social exclusion.

Putnam (2005) states that the US lifestyle has created a disconnection from family, friends, neighbors, and other social networks as Americans have become dependent on television and the internet and this has in

turn diminished the tendency to travel over long distances (Gray, 2005). In this view dependency on the car has eradicated such rich social capital. This is especially true in instances where the car is the primary mode of transportation and no other social networks are depended upon.

Pisarski (1981) notes the American perception of transportation. Surveys have been introduced in American society to gage the importance of and the need for public transportation. They revealed that Americans strongly rely on the car as the primary mode of transportation. Pisarski (1981) states that "these surveys have shown that Americans place public transportation issues low on the list of concerns about public services" (Pisarski, 1981, p. 72). This supports the claim that Americans value their mobility and depend more on the automobile as daily activities get more and more spaced apart. This spacing of daily activities once again alludes to social exclusion. Jain and Guiver (2001) posit that reliance on the automobile has dire environmental consequences in addition to other social detriments. The paper suggests that if more attention were focused on the excluding practices and consequences of car use, "we would have

more chance of countering environmental degradation and social exclusion in a number of time frames" (Jain & Guiver, 2001, p. 570). Jain and Guiver (2001) also discuss the social impacts of car dependency. They state that, "The car creates differences in lifestyle practices around time and space, excluding many temporary or permanent non-users from participating in a variety of activities, denying citizenship" (Jain & Guiver, 2001, p. 572).

Literature describing the nature of federal, state and local government involvement in transportation policy influence and implementation is vital when attempting to understand the Coachella Valley public transportation problem. How funding is acquired and what programs address rural public transportation issues are of primary concern. The Transportation Equity Act for the 21st Century, or TEA-21, was signed by Ex-President Bill Clinton in 1998. The TEA-21 Act was developed from the previous Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). Dilger (1998) reveals how ISTEA was reauthorized by Ex-President George Bush in 1991, but "pursued opportunities to provide their constituents with benefits" (Dilger, 1998, p. 50). With Bush's support,

Congress was able to capitalize on ISTEA's funding appropriation. They wanted policy creation and implementation that would allow them to control the business ventures of the transportation committees, the largest committees in Congress (Dilger, 1998). The ISTEA reauthorization had a hidden agenda that involved personal and special interest gain under the premise of dismantling federalism (Dilger, 1998). He further clarifies why "Congress is willing to decentralize some transportation policy decisions, but will not devolve those decisions to the states and localities entirely" (Dilger, 1998, p. 50).

Intermodal Surface Transportation Efficiency Act (ISTEA) decentralized transportation policymaking in several ways. "It created a surface-transportation block grant that gave states the power to allocate 37.5% of \$24 billion wherever necessary in regards to transportation" (Dilger, 1998, p. 51). However, Dilger (1998) argues that Intermodal Surface Transportation Efficiency Act's (ISTEA) many contracting projects and proposals "reveal that parochial self-interest, concerning either funding or decision making authority, often complicates debates over American Federalism" (Dilger, 1998, p. 57). Through

careful language manipulation and modifications in funding structures TEA-21 Act replaced Intermodal Surface Transportation Efficiency Act (ISTEA). TEA-21 also should provide local officials in rural areas a limited, but increased, role in selecting projects in their area (Dilger, 1998).

While TEA-21 does adhere to the tenant of decentralization, it is not without flaw. "Although it has fostered new transit services, it has not adequately facilitated interagency collaborations between transit and social service agencies" (Blumenberg & Schweitzer, 2006, p. 8). The Job Access and Reverse Commute (JARC) program was created from the TEA-21 program and is aimed to provide federal funds to state transportation agencies and local metropolitan planning organizations to create new or expanded transit programs to help low-income workers travel to employment and employment related services (Blumenberg & Schweitzer, 2006). The Job Access and Reverse Commute (JARC) program has been successful in program innovation such as newly established transit lines, responsive para-transit services, and shuttle services. Secondly, transportation services have been linked to many public agencies. Last of all, funds have

been appropriated for transit services aimed at rural farm workers. Blumenberg and Schweitzer (2006) further outline how

the TEA-21 Act attempted to retain Intermodal Surface Transportation Efficiency Act's (ISTEA) main goal of program decentralization that allocates authority to states and local governments and removes preeminent power from the federal government. (Blumenber & Schweitzer, 2006, p. 9)

Alternatively, the devolution and the Job Access and Reverse Commute (JARC) program do exhibit weaknesses; funding serves as the primary flaw. In Blumenberg's and Schweitzer's (2006) example, funding was allocated for one year only, and transaction costs for reapplication was a major flaw. If funding is not disseminated for successive years, sustainability to such programs becomes problematic. Additionally, there are few local programs aside from the Job Access and Reverse Commute (JARC) that target the low-income population (Blumenberg & Schweitzer, 2006). Therefore, if federal funds are no longer available, these sorts of programs will die.

Brown and Stommes (2004) agree that the Job Access and Reverse Commute (JARC) program derived from good

intentions of wanting to provide low-income rural residents answers to transportation barriers such as long commutes and the lack of transportation. However, Brown also agrees that many communities have difficulty in implementing the program. These rural areas are faced with high per rider costs due to long distances and low population densities (Brown & Stommes, 2004). In addition, the authors concur that once again, funding and sustainability create perceptions of unreliability.

It is evident that access to public transportation permits rich social interactions that essentially nourish the secondary level of physiological needs as described by Maslow. However, there is difficulty in implementing and sustaining a reliable source of public transportation in rural areas such as North Shore. Government policies and programs attempt to implement codified laws and funding in response to the issue but many times fall short of meeting the community's need. Collaboration between social service agencies, churches and community members have created rich social capital and has proved to be the most effective response where public transportation is needed.

Empowerment and Social Action

Empowerment is a unifying concept which has significant connotations for the residents of North Shore on an individual level, family level and community level. According Lee (2001) empowerment has three interlocking dimensions:

1) the development of a more positive potent sense of self, 2) the construction of knowledge capacity for a more critical comprehension of the web of social and political realities of one's environment, and 3) the cultivation of resources and strategy, or more functional competence for attainment of personal and collective goals. (p. 57)

It is also, as Simon (1990) notes, "a series of attacks on subordination of every discretion psychic, physical, cultural, legal, political, economic and technological" (p. 28).

Barker (1999) defines empowerment as:
the process of helping individuals, families, groups, and communities to increase their personal, interpersonal, socioeconomic, and political strength and to develop influence toward improving their circumstances. (p. 142)

Empowerment is also defined as "increasing, emphasizing, developing and nurturing strengths and positive attributes...it aims at enhancing individuals', groups', and communities' power and control over their destinies" (Kirst-Ashmon, 2002, p. 63).

On the individual level, "the onslaught of negative valuations can affect self-concept and sense of self-worth, though these are mediated by strong familial and community structures" (Lee, 2001, p. 51). Additionally,

individual vulnerabilities and the direct obstacle posed by institutional racism and classism block opportunity structures, limit life choices, and pose threats to the development of competence, self-direction, and self-esteem. (p. 51)

The literature thus far maintains relieving oppression. Lee further implies "...people must also strengthen themselves to enhance potentialities, refuse oppression, and join with others in working toward its elimination" (2001, p. 51).

The families that make up the North Shore population have resilient qualities. Those securely attached to loved ones and communities are bolstered against the

forces of oppression. "The primary group whether natural or formed, is a vehicle for enhancing relatedness and motivating, directing, and accomplishing change objectives" (Lee, 1987, p. 24; 1990, p. 43; 1991, p. 53). Educating the community is empowering and offers consciousness-raising. Some scholars argue "as consciousness about oppression is heightened, collective action is inevitable" (Freire 1973a, p. 63; Pence 1987, p. 91). Empowering practices make the community aware of "...oppression and change process" (Lee, 1990, p. 43). They can come together in small and large groups and take action as communities. Since oppression is generally viewed as a political problem some scholars suggest that it is also a problem that political involvement must resolve (Richan, 1991; Staples, 1984).

As for action and the community of North Shore, "...empowerment occurs when social change strategies are used to acquire goods, services, decision-making authority, and other resources. This in turn helps group members gain control over their environment" (Labonte, 1990 as cited in Hardina, 2002, p. 44). Additionally, scholars such as Carr (2003) suggest that participation

in collective action is a fundamental component of the empowerment process.

At the community level, empowerment occurs through the development of service resources and social change strategies, which in turn help individuals to gain mastery over the environment. (Lebonte, 1990 cited in Hardina, 2002, p. 46)

According to Hardina, the implication for this model of empowerment through community organization practice is that the organizer is to take great pains to establish decision-making processes and structures that support and encourage constituent involvement in problem identification, community assessment, goal setting, implementation of strategies, and evaluation (Hardina, 2002, p. 47).

Summary Integration

In conclusion the literature review supports the ideological concept that the Mexican, American (first and second generation) immigrant and migrant worker populations of North Shore have been subjected to class oppression and ethnic discrimination historically. The literature also supports the idea that poverty is a pertinent concept to be reviewed in order to assess the

community's needs. One aspect of their poverty is the lack of transportation. Maslow's Hierarchy of Needs includes the need for transportation; the people of North Shore must meet this need in order to reach their full potential. Finally, empowerment promotes leadership and the necessary community support for action.

Theoretical Orientation

Social Dominance Theory, Resource Control Theory and Empowerment Theory will comprise the patchwork quilt-like theoretical framework that forms the foundation for this research project. All three are relevant to this study. The latter two theories are complimentary, and in a sense, dependent upon each other, while the former is a reaction and response to both.

Social Dominance Theory and Resource Control Theory both give insight to the multifaceted aspects of a group's desire (specifically powerful groups) to control resources and therefore dominate those less powerful. These theories also explain how groups are able to secure power over resources and how they not only maintain this power, but also disseminate resources to other groups.

Empowerment Theory provides guidelines to how these less powerful groups can work as a unified front to gain and/or regain control of their environment, therefore establishing themselves as active participants within society.

Social Dominance Theory focuses on both individual and structural factors that contribute to various forms of group-based oppression. It questions why human societies tend to organize in group-based hierarchies (Sidanius et al. 2004). This perspective focuses on the everyday discrimination and oppression that people face throughout their lifespan. As Sidnanius further explains, "group discrimination tends to be systematic because social ideologies help to coordinate the actions of institutions and individuals" (Sidanius et al. 2004, p. 59). The acceptance of these hegemonic ideologies then attempts to legitimize inequality. Moreover, group behaviors that promote inequality are partially determined by people's desire for group-based dominance. In turn, the sociopolitical attitudes and shared ideologies influence the attainment of social/political roles that create a social hierarchy. This social hierarchy is also illustrated throughout the various

institutions of our lives. Once the dominant group seizes control of the political institutions,

the powerful individuals disproportionately allocate desired goods- such as wealth, power, healthcare etc., to members of the privileged groups, while directing undesirable things such as dangerous work, imprisonment, and lack of resources etc. to members of less powerful groups. (Sidanius et al., 2004, p. 72)

Resource Control Theory is the defining feature in Social Dominance theory that addresses behavior, personality, and socio-emotional development. Its derivative theoretical framework is embedded in evolution. Anthropological research has revealed early hominids that were agrarians and able to form reciprocal alliances to access resources prospered, and were better equipped for survival than solitary dwelling hominids. This theory states that "...humans continue to be drawn to others and consequently enjoy the benefits of group life (e.g., resources, predator defense)" (Hawley, et al., 2009, p. 1098). This behavior has continued into contemporary times as sociality is utilized as a means by which particular dominant groups acquire and maintain

control over vital natural and infrastructural resources. Hawley (2009) proposes that there are two classes of behavioral strategies that facilitate resource acquisition and attainment. Coercive strategies are those that include aggression, taking, threatening, and deception to acquire and maintain control over vital resources (Hawley, 2009). The second behavioral pattern connotes a more favorable class of behavior. "It is coined pro-social strategy and refers to winning resources by competently capitalizing on positive social relationships (e.g. friendships, cooperative alliances)" (Hawley, 2009, p. 62). Unlike the former behavior, "the pro-social person must exhibit social skill and impulse control and tends to not only be self directed but also encompasses the ability to manage goals and desires of other group members" (Hawley, 2009, p. 67). This in turn facilitates group resource acquisition hence, social dominance.

Empowerment produces powerful effects and is a direct response to the fore mentioned. As Hardina (2002) elaborates, "The inclusion of disadvantaged members of society in organization or political decision making can alleviate the harmful psychological effects of social

inequality by increasing the power of individuals to change those environmental conditions responsible for their problems" (Hardina, 2002, p. 46). "From this perspective, social problems are viewed as originating from the unequal distribution of resources and decision-making authority" (Friere et al., 1970, cited in Hardina, 2002, p. 55). Empowerment allows people to take control of their lives and essentially reclaim their self-dignity. Not only does it create a sense of existence within a community, but it also decreases feelings of inferiority from the dominant social group.

Potential Contribution of Study to Macro Social Work Practice

This study offers many potential contributions to macro social work practice. The Coachella Valley continues to rapidly expand in societal developments. This region of Eastern Riverside County is not different from other areas that demonstrate similar characteristics of simultaneous semi-urban and rural developmental evolution within the confines of its geographic limits. However, this area is unique in its historical background, cultural diversity, political atmosphere, extreme spectrum of economical disparity, and abundance

of available natural resources along with the procurement, production, consumption and allocation of said resources.

For example, in the 1950's the Salton Sea area and the North Shore community were considered a desert oasis and desired vacation destination. The Salton Sea however proved to be an ecological disaster and as the rising salinity of the water increased, the influx of tourism decreased and the North Shore community faded into a virtual desert ghost town. It ceased to exist in the eyes of affluent Anglos, political figures, and community planners. The North Shore community has continued to maintain a marginalized existence and the unincorporated town's political matters are addressed and subjected to review under the legal statutes of its neighboring town, Mecca. Due to this, no information is offered in regards to the North Shore area. The census does not recognize its existence and the inhabitants are counted along with Mecca residents. Therefore, services are not adequately appropriated. The study will provided information about a virtually undocumented region and people.

This study attempts to explain, as well as provide, invaluable insight of the sociopolitical attitudes and

behaviors that essentially govern the implementation of policy and therefore, the allocation of infrastructural resources such as public transportation. The research also delves into the cultural dynamics of the North Shore community. It also gives an oppositional view into how this community thinks they are perceived and why.

The data collected by both quantitative and qualitative means can provide policy makers, social workers, service providers and social work practice with a method of reaching and identify services urgently needed by rural populations like the North Shore community. The study along with the critical theory paradigm, suggests that social action is alive as well as sociopolitical ideology which continue to impact the well being of the vulnerable, oppressed and those living in poverty.

Summary

This chapter reviewed the scope of the research along with the Critical theory paradigm. The literature review provided integration through a diachronic, discursive, conceptual analysis that substantiated the ideological position of the researchers. It also reviewed

the theoretical orientation by examining social dominance, resource control, and empowerment theories as well as potential contribution for macro practice.

CHAPTER TWO

ENGAGEMENT

Introduction

Chapter two includes preparations utilized by the researchers in order to act as efficient social scientists. In addition to diversity issues such as culture political influences and associations and the importance of adhering to the ethical guidelines as prescribed by the National Association of Social Workers (NASW) is discussed. The role and importance of email, telephone and other modes of technology is also addressed.

Research Sites

The research project was carried out in various site locations due to the complex and diverse demographic nature of the research participants. For instance, the research sites are differentiated by the designated domains where the stakeholders, or those who hold and exercise political power, reside as opposed to the domain of the Mecca and North Shore gatekeepers that are politically mute and therefore, subjected to policy appropriation. These particular sites may appear to be

unconventional research locations, however, they were selected because of the lack of traditional communal domains within the isolated, and social service deprived, North Shore community. Multiple research site locations were engaged, in order to gain adequate, credible, valid, and insightful collaborative constructions from both the political stakeholders and community members. Therefore, the engagement phases were conducted at Reyes Market, the Catholic Charities Food Bank operated out of the North Shore Yacht Club community room, in addition to teaching learning community meetings held at the Yacht Club community room and at the La Iglesia un Manatí en el Desierto. The Reyes Market is the only convenient store type market located in the center of the North Shore community. Since it is the only local store, it is heavily frequented by community members. They must purchase their basic necessities at this particular location at moderately inflated prices.

The North Shore Yacht Club is a 1950s historical landmark that once operated as an exclusive yacht club for the affluent. Presently, it has been renovated to serve as a community center and small museum. The North Shore Yacht Club is located along the northeastern side

of the Salton Sea in the western region of North Shore. This is maintained by the county of Riverside and the Desert Alliance of Community Empowerment agency (DACE). The community room is a multi-purposed community room that can be rented out by other agencies and residents of the community. Every Friday Catholic Charities distributes food to the local community members. Although the North Shore Yacht Club has been designated as community center for the North Shore people out of county redevelopment monies, the museum director does not provide culturally inclusive programs or resources. For instance, the museum exhibition does not include any past or present cultural artifacts of that reflect the minority community of North Shore.

La Iglesia un Manatíal en el Desierto was the only small Christian faith based organization located on the outskirts of North Shore close to the Salton Sea and yacht club. The pastor of the church permitted the researchers to hold community meetings at the location. Several of the study participants were also members of the local church.

Originally the North Shore Yacht Club was selected as the primary venue to hold meetings as they were

unaware of additional communal spaces. Furthermore, it was an attempt to connect the community to their community center which could potentially lead to a linkage in county resources. (Many community members stated that they did not know about the North Shore Yacht Club Community Center and that it was accessible to them.) This perception could have originated out of historical exclusion due to ethnicity and class (Researcher's Journal Two, 2011).

At each site during each phase of the study the researchers engaged in what Morris (2006) calls the teaching learning process. This can be described as a part of engagement where there researchers and participants mutually teach and learn based on personal knowledge grounded in cultural history to create a meaningful guide to action (Morris, 2006, p. 142). This facilitates an ongoing looking, thinking, and acting process (Stringer, 1996).

Engagement Strategies for Each Stage of the Study

The community member engagement portion of the project was conducted at three different sites where North Shore community members frequent and gather. The extensive and perhaps elaborate engagement strategy was

implemented for tactical outreach purposes. The prolonged engagement phase was imperative in that it assured the community members that the researchers were dedicated, involved and research purposes were well intended. Moreover, the extended engagement phase was also implemented as a tactical maneuver (Si Kahn, 1991) that enabled the researchers to have continuous community involvement to build momentum leading to the data collection phase and action phase pending Institutional Review Board (IRB) clearance. It is noteworthy to mention that the research topic was formulated and briefly addressed in the California State University of San Bernardino Macro Foundation course 606B project during the winter quarter of 2010. The researchers built upon this foundation for the current thesis research project. For the macro foundation assignment the researchers formulated a proposal that related to a local critical issue. While searching for a topic the researchers found The Coachella Valley's Needs Assessment which included the need for public transportation. They decided to further investigate the issue. The researchers did a site visit and began the initial phases of Rational Problem Solving (RPS) and community assessment in Mecca,

California. During the assessment, the researchers learned that North Shore, California lacked transportation to connect them with the vital resource in the neighboring unincorporated town of Mecca. Of the resources in Mecca, the Mecca Farmworkers and Resource Center is the most significant to the North Shore population as it houses medical, dental, and other social services.

Engagement Phases

Introduction

Each engagement phase was incredibly emotionally and physically taxing and required thorough preparation and strategic planning. Items such as food, condiments, drinks, games, clip-boards, tables, pens, informational copies, fliers, sign-in sheets, large easel pad etc., had to be acquired, accounted for, and taken to each event as specified. Furthermore, the appropriate contacts were made to store owners at Reyes Market and administrative coordinator of (DACE) in order to make reservations for the engagement and community meeting events at the North Shore Yacht Club. Fliers were designed and mailed to the appropriate community spaces. All written communication

was provided in English and Spanish. Community members were informed about the events via phone. One hundred and thirty community members were contacted on several occasions. Preparation was a complex and timely process that depended upon multi-tasking, teamwork and additional outside help from cohort, friends, other cause supporters and family members as describe below.

Engagement Phase One

Engagement phase one was implemented on April 28, 2010. On this date the researchers and five fellow California State University of San Bernardino (CSUSB) cohort members participated in a community resource fair located at the Mecca Family and Farm worker Resource Center in the town of Mecca. This culturally traditional day called Dia del Nino, or Day of the Child, reveres the importance of health and education of children. The researchers participated by having an interactive booth with games for children and provided adult community members with information regarding the local transportation dilemma. This permitted the researchers to establish a presence in the community as well as provide a platform by which community members were able to divulge information about the existence of a problem in

relation to transportation and how the problem affected them personally. Community members were also given information about the possible research topic and the need for community participation to successfully resolve the problem. The researchers also solicited community member contact information such as telephone numbers and email addresses for future community participation at events.

Engagement Phase Two

The second engagement phase consisted of a community barbeque located at Reyes Market in North Shore on July 10, 2010. The market is the only market located within the unincorporated town limits and is considered to be a communal space frequented by most of North Shore community members. The owner of Reyes Market was approached before hand and made aware of the research topic. He provided additional information about community dynamics such as prevalent community leaders and prior attempts to resolve the transportation issue. He also established himself as a valuable ally and granted the researchers permission to hold community events at his local as well as post advertisement posters for all events at the store. This event was once again

implemented to establish researcher presence and to continue to build rapport with community members as well as gather more community support and contact information. The event consisted of music from a live disc jockey (researcher journal number two) accompanied by hot dogs, popcorn, and water. Propaganda and fliers for the following community event (engagement phase three) was also given to all community members. The event was motivationally invigorating yet physically taxing as barbeque event was held in 110-degree sweltering heat. The community was very receptive to the researchers and the need for a public transportation system was confirmed through various conversations held with community members. Seventy-three community members provided their contact information.

Engagement Phase Three

The third engagement phase consisted of a community meeting at the North Shore Yacht Club on July 31, 2010. Community members that provided their contact information at previous outreach events were contacted and asked to attend a community gathering to discuss the lack of a public transportation system in their community. Twenty-five community members attended the event. Topics

discussed included the need for community solidarity in the form of participation and dedication, the importance of perseverance, a brief outline of the policy change process, and information about the SunLine Transit Agency such as their mission statement, the importance of public transportation and the identification of key stakeholders.

Engagement Phase Four

During the fourth engagement phase the researchers and a fellow CSUSB cohort member attended a food bank event held at the North Shore Yacht Club on October 29, 2010. A community member that participated at the July 31st meeting reported that many community members frequent the food bank and that it would provide an ideal platform to inform several community members about the research project. At this event the researchers spoke with all community members in attendance, provided research topic information and solicited additional community contact information for participation at upcoming community events. Sixty-one community members provided contact information.

Engagement Phase Five

The fifth engagement phase was a second community meeting held at the North Shore Yacht Club on November 20, 2010. All community members that provided contact information at all prior events were contacted and asked to attend the community meeting. The teaching-learning phase was enhanced at this meeting as the researchers recapitulated the SunLine Transit Agency informational packet and policy change flow chart (Appendix C). Forty community members attended the meeting.

Self-Preparation

Acknowledging the impact of the researcher upon research participants was the first step in self-preparation. The critical theory design is not carried out in a sterile environment. Rather, the methodology led to intense interactions, possible personal connections, and ongoing contact and correspondences between the researcher and participants. As a result of the intense interactions that evolved, it was essential to prepare for and formulate a plan to address the potential for boundaries to be crossed. This is particularly pertinent to the Latino culture, because

of the social norms of inclusion that exist. For example, upon acceptance into the Mexican community, they were forthcoming with invitations to intimate familial and communal events. The researchers struggled with the micro practice concept of maintaining professional boundaries and self-disclosure. Unlike in a therapeutic setting the critical theory researcher and the community forged relationships that are more personal and intertwined. The researchers assessed each situation that could threaten ethical boundary issues together to jointly assess the positive and negative impacts to the community, community members, and the study.

Diversity issues were also prepared for as research was conducted at radically opposing cultural and ideological realms. Prior research was carried out in order to gain as much information as possible in regards to cultural perceptions, ideologies, traditions, political affiliation, and gender roles. This provided the researchers with sufficient knowledge and understanding of each research group as a whole.

Additionally, researchers had to prepare for possible harsh political ideologies that deviated from their own. This was important to address because policies

derived from these ideologies may appear to be culturally, morally, and ethically insensitive. The issue of language was also prepared for in dealing with the North Shore community. Since this is predominately Mexican migrant community the primary language spoken is "Mexicanized" Spanish, which differs from formal Castilian Spanish. The researchers prepared by continually engaging in Spanish dialect to improve established language knowledge in addition to studying Spanish language text books, reading Spanish language literature and watching Spanish television programming to improve on Spanish written and verbal skills.

Diversity Issues

There were wide arrays of diversity issues relating to the research project. The most prominent one was the issue of culture. Three main cultures exist and intertwined during the project. The first was the Mexican culture. Since the North Shore community comprises primarily Mexican born immigrants, much of their Mexican heritage and traditions remain intact. Gender issues were also present in this culture and the concept known as "machismo" was prevalent. This concept implies "an

assumptive attitude of virility, courage strength and entitlement to dominate are attributes or concomitants to masculinity" hence, female subservience (Dictionary.com, 2011). The researchers addressed the situation using micro communication skills to reframe the situation from an egalitarian perspective (Dictionary.com, 2011).

Additionally, this community consists of low-income residents. Ninety-eight percent of the North Shore inhabitants are agricultural workers with lower education attainment levels. In contrast, the culture of the SunLine stakeholders varies greatly from that of the former group as illustrated through the power analysis in Chapter Three. This group consists of members originating from the dominant American culture, one of plurality. The American ideology that has been established by capitalism, now places importance on gender equalities, and accepts socioeconomic hierarchy. This culture also openly exercises political dominance over those who are essentially voiceless. The formal education level of the political stakeholders also surpasses that of the previous group. For instance the Mayor of Coachella Valley is in the process of obtaining his Master's in Public Administration from the University of Southern

California (USC). While as indicative of the power analysis chart in the next chapter, more of the survey respondents indicated only having completed a middle school education. The last cultural issue pertained to the researchers. The female researchers were also American born, but identify with multi-ethnic cultural values such as "Chicanismo", Creole, and African-American heritage ties. The researchers exhibit a median educational level as they are Master's Social Work students with prior educational achievements in other disciplines. The researchers approached the community members from an egalitarian stance as social workers, seeking to meet them at their level and shared their knowledge in effort to empower them.

Ethical Issues

Ethical principles were central issue in the study. As Masters of Social Work students, it is expected that a strict code of professional ethics are upheld. Social advocacy was one such ethical code that is explicitly written into the National Association of Social Workers (NASW) code of ethics. Social advocacy and community empowerment was the central component to this study. The

researchers were bound to this code in order to carry out a morally, ethically, and valid research design. The researchers based the study design in accordance to the NASW code of ethics. It was imperative that gatekeepers not only be engaged as research participants, but also treated humanely with respect and dignity. This especially applied to the North Shore community members. The researchers kept in mind that although they were conducting thesis work, the ultimate goal was to build on existing member strength and empower the community as whole. The researcher's educated the community on policy, gatekeepers in charge of policy and then assisted them with the creation of an action plan. Additionally, because some research participants may have been undocumented, the researchers disclosed the concept of confidentiality by thoroughly explaining the parameters of the research project and possible benefits and consequences to participation as outlined by the informed consent. In this way the North Shore participants were well informed of their rights to voluntarily participate in the study.

Political Issues

This research project was heavily politically charged as it attempted to reveal the link between the affect of individual ideological perceptions on the formation and implementation of policy surrounding public transportation issues in the Coachella Valley.

The researchers engaged members of local city governments in East Riverside County that hold powerful political offices as well as influential seats on committees. Their engagement revealed individual political ideologies that they adhere to, and in fact, how their ideology influences and determines political engagement and policy as evidenced in the community meeting attended by the Mayor of Coachella/Vice-President of SunLine Transit Agency and Sr. Field Representative of the 80st District. Their statements exuded political control and resource control ideologies. This will further be discussed in Chapter Four.

Secondly, the researchers continuously navigated between the realm of those that have political power and a political voice, and those that are politically mute. In essence, the project dealt with issues surrounding the powerful and the powerless. The researchers initially

served as liaisons between the two distinct parties by diffusing and receiving information until the later phases of the project.

Relationship Building and Maintenance

The complex nature of the research project required the researchers to network and forge ongoing collaborative relationships with the gatekeepers and/or political actors. This entailed that the researchers maintain verbal communication and written correspondences. Much importance was placed on professionalism, effective and meaningful language use, and authentic responses. This often required the researchers to miss periods of class, internship, and family time.

Summary

This chapter gave a detailed description of the North Shore research sites such as the Reyes Market and North Shore Yacht Club and how each was included in the extensive engagement phases. It also outlines the necessary preparations made by the researchers. In addition, the ethical, political, and diversity

challenges that the researchers faced along with how these issues were resolved was discussed.

CHAPTER THREE

IMPLEMENTATION

Introduction

Chapter Three describes the critical theory research methods used in this study. It describes the purposive sample chosen for the research participants, the study design, protection of human subjects, sampling, data gathering, phases of data collection, data recording and power analysis. A survey questionnaire was distributed to gather demographic information which was then analyzed by quantitative means. This demographic data was gathered because there is very little information available about this community. Qualitative data gathering and analysis methods were used to assess data collected at community meetings on the sociopolitical ideologies, ethnic discrimination and class oppression that create and sustain social dominance and resource control in North Shore. Methodologies for action planning are also discussed in this section.

Study Design

This research project explored the sociopolitical ideologies that are affecting the residents of North

Shore and their access to transportation. This study was guided by a critical theory paradigm. The researchers developed "two interwoven literature reviews" to formulate their ideological position. Through the diachronic, discursive and conceptual analysis the researchers were able to present their "agenda, stance and position" by "establishing a role" in the community. Teaching-learning allowed the researchers to engage and exchange dialogue with the community members. The meeting participants, perceptions of the issues as well as the ideological position paralleled that of the researchers. As a result the researchers held numerous meetings to continue the teaching-learning process and to identify more themes. Additionally, the researchers used this information to conceptualize plans for action.

Data Gathering

The researchers conducted a total of eight meetings. Meetings one through four were conducted at Reyes Market, the North Shore Yacht Club, Catholic Charities event held at the North Shore Yacht Club and the La Iglesia un Manatí en el Desierto. Since these meetings and events were conducted during the engagement phase the only data

originate from this phase is in the researcher's reflection journal. Meetings four through eight were held at the La Iglesia un Manatí en el Desierto, the Catholic Charities event held at the North Shore Yacht Club, and North Shore Yacht Club. Data was collected at these meetings through audio recording and from the survey questionnaire. All meeting participants were provided with written consent forms (Appendix D) that explained in detail "...the inherent requirements of research..." (Morris, 2008, p. 199). Once the informed consents were given out they were then reviewed verbally. The researchers then engaged the participants in community meetings (Appendix A) and completing a demographic and power analysis questionnaire (Appendix B). The community meetings were audio recorded as permitted by the participants. All recordings of community meetings were transcribed verbatim. The researchers maintained two journals. Journal number one or the researcher's data journal provided an account for "actual data... collected" during the study. Journal number two or the researcher's reflections journal provided an account for "ideological statements, action strategies, and evaluation decisions" (Morris, 2006,

p. 232). In addition, the journal included data gathered from the teaching-learning process and the action taken.

A packet (Appendix C) was put together by the researchers that included SunLine Website information provided residents with educational material about the agency, the committee, board minutes, local transportation, and financial policies, federal and state transportation. These informational packets were available to community members at every meeting.

Phases of Data Collection

Data was gathered in four phases where each phase is distinguished by different events. The phases are as following: 1) La Iglesia un Manatial del Desierto 2) Catholic Charities Food Bank located in the North Shore Yacht Club community room and 3) La Iglesia un Manatial en el Desierto; 4) North Shore Yacht Club community room. Phases two, three, and four were audio recorded for qualitative data gathering and analysis.

The first phase of data collection was at La Iglesia un Manatial en el Desierto and sixty community members were in attendance. The event primarily focused on

education the community members and organizing for action planning.

The second phase was held at Catholic Charities Food Bank located in the North Shore Yacht Club community room. The demographic and power analysis questionnaire was given to community members prior to the food distribution. Forty-six questionnaires were collected at this event.

Phase three was at La Iglesia un Manatial del Desierto where twenty-six community members attended the meeting. This meeting was primarily used for further demographic data collection and action planning. The fourth data collection phase was at the North Shore Yacht Club. This meeting was attended by both community members and Sr. Field Representative to Assemblymember of the 80th district and the Mayor of Coachella and Vice-president of SunLine Transit Agency as well as forty community members. Major topics addressed at this meeting were empowerment, additional plans for action, and support for the transportation needs of the North Shore Community.

Protection of Human Subjects

The researchers followed human subjects' mandates. At the introduction of each community event and upon engaging individual community members, study participants were informed of the research intent as well as the purpose of the study. The participants were made aware of their right to not participate or to drop out of the study at any time during the research process. During the implementation phase each participant was given number coded informed consent forms (Appendix D). The informed consent was read aloud by the researcher and any questions and/or concerns were thoroughly addressed in an open forum manner. After the participants consented to participate in the research study by placing their initial in the designated space they were prompted to fill out the demographic survey questionnaire (Appendix B). Upon finishing the survey the participants were verbally thanked and provided with a copy of the debriefing statement (Appendix E). Each survey questionnaire was collected and placed under lock and key with the researcher's to ensure confidentiality. Both the informed consent (Appendix D) and debriefing statements (Appendix E) are located in the appendices of this study.

Selection of Participants

Participants self selected to be in the study by attending meetings and/or filling out the questionnaire. Sixty community members attended phase one of the data gathering meetings and forty-six community members completed questionnaires at the Catholic Charities Food Bank held at the North Shore Yacht Club during phase two. Twenty-six community members attended a community meeting during phase three of the data-gathering phase held at La un Manatial en el Desierto. Forty-eight community members participated in the final community meeting attended by the Mayor of Coachella Valley and Vice President of the Sunline Transit Board along with Senior Filed Representative from Assemblymember of the 80th district.

A total of sixty-six community residents completed the survey questionnaire and many of these residents participated alongside other community members in community meetings. This data is presented below in Tables 1 and 2.

Table 1. Demographics

Variable	<u>n</u>	Percentages
Gender:		
Male	20	26.3%
Female	45	59.2%
Age:		
28-28	9	10.4%
30-40	13	16.3%
41-50	12	13.0%
52-64	20	26.1%
67-78	7	9.1%
Ethnicity:		
Hispanic Latino, or Spanish origin	24	31.6%
Not Hispanic Latino, or Spanish origin	1	1.3%
Mexican, Mexican American, Chicano	12	15.8%
Other Hispanic Latino, or Spanish origin and Mexican, Mexican American, Chicano	25	32.9%
Mexican	1	1.3%
Hispanic Latino, or Spanish origin And Guatemalan	1	1.3%
Race:		
White	5	6.6%
Laotian	1	1.3%
Other	3	3.9%
Marital Status:		
Single	8	10.5%
Married	47	61.8%
Separated	1	1.3%
Divorced	4	5.3%
Widowed	3	3.9%

Variable	<u>n</u>	Percentages
Education Level:		
Less than Middle school	36	47.4%
Less than High school	6	7.9%
Some high school	5	6.6%
high school	4	5.3%
GED	4	5.3%
Some college	9	11.8%
Religion:		
Protestant	2	2.6%
Catholic	47	61.8%
Baptist	1	1.3%
None	3	3.9%
Other Christian	9	11.8%
Other Pentecostal	1	1.3%
Other Mormon	1	1.3%
Other Catholic Baptist	1	1.3%

Out of the 66 survey participants, 30.8% were male and 69.2% were female. Twelve of the ethnic categories included in this survey questionnaire were taken from the 2010 Census Bureau survey. Four of the categories were open categories given the respondents the opportunity to self-identify. The distributions were as follows: 36.9% selected Yes, Hispanic, Latino, or Spanish origin, 1.5% selected Not Hispanic, Latino, or Spanish origin, 18.5% Mexican, Mexican American, Chicano, none of the respondents selected Puerto Rican, none of the respondents selected Cuban, none of the respondents selected Another Hispanic, Latino, or Spanish origin none

of the respondents wrote in a Country, none of the respondents selected Argentinean, none of the respondents selected Colombian, none of the respondents selected Dominican, none of the respondents Salvadoran, 38.5% selected Other Hispanic, Latino, or Spanish and Mexican, Mexican American, Chicano, 1.5% selected Mexican, 1.5% selected Other Yugoslavian, and 1.5% selected Hispanic, Latino, or Spanish and other Guatemalan. Of the 9 respondents to the question regarding race, 55.6 selected White, 11.1% selected Laotian, 33.3% selected the other category with a check mark or a slash.

There were six marital status categories, with one open category. Out of the 66 respondents, 12.7% were single, 74.6% were married, 1.6% indicated they were divorced, 6.3% were widowed, and none of the respondents wrote in a category.

Eight categories of education level were used in this study. The distribution is as follows: 56.3% selected less than middle school, 9.4% selected less than high school, 7.8% selected some high school, 6.3% selected high school, 6.3% selected GED, and 14.15% selected some college.

Seven categories of Religion were included in the study. One category was open for respondents to fill in their religion. The distribution is as follows: 3.1% selected Protestant, 72.3% selected Catholic, 1.5% selected Baptist, 3.9% selected none, 13.8% selected other Christian, 1.5% selected other a combination of Pentecostal and Christian, 1.5% selected Mormon, and 1.5% selected other Catholic/Baptist.

Power Analysis

In addition to the demographic questions those surveyed were asked power analysis questions about the jobs that they had, organizations they belonged to and businesses they use. This data is presented below in Table 2.

Table 2. Power Analysis of Levels of Employment,
Organization and Business

Variable	<u>n</u>	Percentages
Employment:		
Student	2	2.6%
Unemployed	10	13.2%
Field Laborer	21	27.6%
Construction	1	1.3%
Homemaker	11	14.5%
Cashier	1	1.3%
Retired	3	3.9%
Handicapped	2	2.6%
Packing House	1	1.3%
House Keeping	2	2.6%
Pastor	1	1.3%
Nurse Assistant	1	1.3%
Organizations:		
North Shore Community	2	2.6%
Council Board Mexico	2	2.6%
Other, Knights Of Columbus and		
Barrio Unidas	1	1.3%
Iglesia un Manatial en el Desierto	3	3.9%
Businesses:		
Walmart in La Quinta	14	16.3%
Home Depot La Quinta	2	2.3%
Hospital Indio	1	1.1%
DMV Indio	1	1.1%
Food-4-Less Indio	16	18.2%
Cardenas in Coachella	8	9.1%
Social Security Bank	1	1.1%
Kmart in Indio	6	6.8%
Sunline	1	1.1%
Skip's Liquor In North Shore	1	1.1%
Gas Station	1	1.1%
Auto Parts	2	2.3%
99 Cents Store	1	1.1%
Rite Aid	1	1.1%
CVS	1	1.1%
McDonalds	4	4.5%
Coachella Valley Water Department	2	2.3%

Imperial	2	2.3%
Irrigation District Doctor	5	5.7%
Toro Loco	1	1.1%
Mecca Stores	1	1.1%
Stores	3	3.5%
Grocery Stores	2	2.3%
Schools	2	2.3%
All	1	1.1%
Dentist	3	3.5%
Chiropractor	1	1.1%
Medical	1	1.1%
Appointments	1	1.1%
Restaurants	1	1.1%

NB: the total number comes to more than 66 because participants noted more than one job, organization, or business

Levels of Employment

Fifty-five out of 66 respondents provided answers. Three point six percent indicated they were students, 13.2% indicated that they were unemployed 27.6% indicated they were field laborers, 1.3% indicated that they worked in constructions, 1.3% indicated that they worked as nursing assistance, 14.5% indicated that they were homemakers, 1.3% indicated that they worked as cashiers, 3.9% indicated that they were retired, 2.6% indicated that they were handicapped, 2.6% indicated that they worked in housekeeping, and 1.3% indicated that they functioned as a Pastor.

This question was pertinent to the study as it sought to uncover class oppression with the North Shore. The question of what jobs do you have "describes the class position of the study participants..." (Morris, 2006, p. 177). It uncovered that an overwhelming majority of the respondents work menial labor sector. These jobs do not provide opportunity for upward mobility. There is a low skill level required to work in this sector and a surplus of labor where the worker is dispensable by other unskilled workers. Employers are able to maintain low wages due to the surplus of low skilled laborers who are in need of jobs as a consequence of our current economic situation.

Levels of Organizational Power

The respondents were asked an open question about the organizations they belong to. Of the 66 respondents only 8 responded to the question. The distribution is as follows: 25% indicated they were affiliated with the North Shore Community Council, 12.5% indicated they were affiliated with The Knights of Columbus, 25% indicated they were affiliated with organizations in Mexico while 37.5% indicated they were affiliated with La Iglesia un Manatíal en el Desierto. This category reflects the

community's connection to power. The other 58 residents left the question blank and it can be inferred that they have little to no involvement with organizations. Morris (2006) suggests that when respondents score low in this portion of the power analysis they do not have "links to power and action" (p. 177). Indeed the data shows that the North Shore Community involved in this study have a low level of organizational power.

Levels of Business

The question of "what business do you use" received multiple responses from the 66 respondents. The frequency distribution is as following: 15.9% used Wal-Mart, 2.3% used Home Depot in Indio, 1.1% used the Hospital in Indio, 1.1% indicated the Department of Motor Vehicles in Indio, 18.2% used Food-4-Less in Indio, 9.1% Cardenas in Coachella Valley, 1.1% used Social Security, 1.1% used the Bank, 6.8% used K-Mart, 1.1% used SunLine, 1.1% used Skip's Liquor, 1.1% used the gas station, 2.3% used the auto parts store, 1.1% used the 99 cents store, 1.1% used Rite Aid, 1.1% used CVS, 4.5% used McDonalds, 2.3% used Coachella Valley Water Department, 2.3% used Imperial Valley Irrigation Department, 5.7% used the Doctor's Offices, 1.1% used Toro Loco, 1.1% used Mecca Stores,

3.5% indicated they used stores but were not specific about the name of each establishment, 2.3% used the grocery store however they did not indicate which store they used, 2.3% used the schools but did not indicate the schools they used, 1.1% wrote in the word "all" not specific to any particular establishment, 3.4% used the dentist, 1.1% used the chiropractor, 1.1% indicated they use the medical establishment but was not specific of the doctor or location, 1.1% wrote in appointments without any explanation, and 1.1% wrote in restaurants without specific establishment.

The businesses indicated by the residents reveal the challenges and limited economic power that hinder the empowerment process. The power analysis for this question suggests that the residents of North Shore are patronizing businesses thereby contributing to the economic sustainability of the region. As reflected through the analysis they frequent stores in Indio because the city of Coachella Valley does not have the larger retail stores such as Wal-Mart and Kmart which offer lower prices. In addition Wal-Mart has a superstore which provides commodities and food. This type of one stop shopping is ideal for the consumer who has limited

access to transportation. It is a struggle for residents to travel to these establishments as they are relatively 20 to 30 miles outside of their community. The residents are in essences forced to use these stores that are far away to provide for their individual and/ or family needs.

The power analysis presented the relevance the researchers used to create a continuum of action with the residents of North Shore to create awareness to the political powers and gatekeepers. The 66 respondents were asked questions which allowed them to write in their employment, organizations they belonged to and what business they used.

Fifty-five respondents answered the question about their employment level. The vast majority of the population reported they work as field laborers. When asked what types of organizations they belong to, only 8 of the 66 respondents provided answers to this question. The other 58 residents left the question blank and it can be inferred that they have little to no involvement with organizations. The answers to the questions sought to assess economic power, other links to power and oppression provided proof of an existing problem. Through

review the residents scored very low in each category indicating the role for the researcher to be more like a supportive guide in the action planning phase.

Data Recording

The researchers maintained two journals. The first journal or the data researcher's journal contains actual data from community meetings while the second journal or the researcher's reflection journal contains the researcher's reflection of each event during the engagement phases and community meetings. Written permission was requested from each participant to audio record community meetings. This journal consists of transcriptions of audio recordings obtained on three different occasions that are designated as Phase One, Phase Three, and Phase Four.

Audio recordings of each meeting were transcribed and then analyzed by open coding. The researchers located words, phrases, sentences, or paragraphs that held both implicit and explicit meaning. These words, phrases, sentences, and paragraphs were then given codes to denote their meanings. Then each code was prescribed to a

broader category of empowerment, oppression, political control, and resource control.

This data in the form of themes was used in conjunction with the power analysis obtained through the demographic survey to provide an ideological analysis, or deeper understanding of the issue and the community's perception of the issue. Moreover, it provided a road map for the action plan. The themes guided the researcher's study methodology as they provided rich content in the form of dialogue on the transportation dilemma.

Summary

This chapter discussed the, study design, protection of human subjects, data gathering methods, phases of data collection, power analysis, and data recording. The study was conducted at various sites in North Shore and participants were selected using the purposive sampling method and participated in community meetings where both quantitative data (in the form of questionnaires) and qualitative data were gathered. The power analysis section sought to determine the resident's level of power which through review was low. According to the critical theory paradigm the researcher is to maintain two

journals for data recording (Morris, 2006). The first journal is for recording actual data as the researchers did during meetings with the community while the second journal is a culmination of the researcher's reflections throughout the study.

CHAPTER FOUR

EVALUATION: RESULTS AND DISCUSSION

Introduction

This study sought to answer two interrelated questions: 1) what is the North Shore Community's perception of how sociopolitical ideologies have affected the residents' access to public transportation? 2) How can the researchers empower the residents of North Shore to take action to address the effects of this sociopolitical ideology on their transportation needs? The study aimed to answer these questions through a critical theory project that engaged the North Shore community in empowerment and action. This community engagement was carried out via the series of activities described in the Chapter on Engagement and a number of community meetings described below where both transcriptions of community discussions and reflections on those discussions are analyzed using open coding.

Data Analysis

The open-codes revealed a concrete and chronological progression of community and individual empowerment that was illustrated sequentially throughout the meetings.

This suggested that the action plan as developed in collaboration with the community members is likely to be effective and community empowerment is likely to continue if the action plan is followed after the researchers disengage from the study.

Data Interpretation

Ideological Engagement Phase

Engagement Step One. Engagement step one was held on July 10, 2010 at Reyes Market from 1pm to 4pm. This was an outreach event to create community awareness and to gain community support. The community awareness event was held at Reyes Market in North Shore, California, Reyes Market serves as the community's only store as the region lacks vital infrastructure. This market operates like the hub of the community as high volumes of residents walk or carpool to the location.

Rationales for the Meeting Processes. After greeting the storeowner the researchers and five volunteers began setting up tents and necessary equipment. The temperature was about 110 degrees and there was very little shade for the team to seek refuge. The event began on time, at 1pm. Two additional

volunteers from the community arrived. Each group of volunteers was assigned task and duties. Some were preparing hotdogs on the barbeque grill (yes in this extreme temperature) while others entertained children of the community with games. The researchers and the community volunteers passed out fliers educating patrons of Reyes Market on the transportation dilemma and the need for community support.

The team gave out over 180 hotdogs, one commercial sized bag of popcorn, and several cases of water all of which were free. In total 171 community contacts were made during this event.

Preparation. The researchers met with the volunteers on July 7, 2010 with the exception of the two North Shore residents. In the meeting the event was brainstormed and discussed. In an effort to keep costs down, reserving a large portion of our budget for travel, the team members were very resourceful donating things like, utensils, tools (hammers/staplers/rope/screw drivers/tape/zip ties), Barbeque grill, tables, chairs, ice chest, waste receptacles/bags, aluminum foil, paper towels, tents, and games etc. The researchers decided to purchase ice and other small items from the store to show

appreciation for the storeowner's support. The real challenge came the day of the event when we attempted to load all of these items into each vehicle. The many minds were able to conceptualize ways to dismantle several items in effort to make them more manageable to store. Due to the strong desert winds we almost lost some of the items tied to the top of the truck while driving on the freeway.

Reflections on July 10th Activity. The day was very productive. Both researchers along with the volunteers were exhausted. It was extremely hard breaking down the tents and other equipment because it was all done under direct sunlight. The team experienced a slight run in with local gang members who insisted on flirting and making rude comments. Although they made frequent trips to the research site each was short-lived. The researchers and volunteers remained focused and continued to engage other community members. The researchers were saddened by the community members who wanted to participate but could not because they were preparing to leave to follow the "pisca" (many of the community members are migrant workers).

Several of the volunteers were also our classmates. They stated that they enjoyed working with the community and would love to continue helping out. Others stated that this was real social work and that attending this event sparked something deep inside of them. They added that despite the language barriers, community members were willing to meet them half way in order to communicate.

The community members appeared receptive to the cause as they provided the researchers leads to other possible allies. In addition, the volunteers as well as the researchers found value in the ability to speak Spanish as a social worker practicing in California.

Overall, both researchers agreed that they felt overwhelmed and uncertain about the direction of the project. The researchers left this event thinking that they would need more Spanish speakers at the next community event. This provided insight about the need for more outreach events to gain community support.

Outreach Engagement Phase

Engagement Step Two. Engagement step two was held on July 31, 2010 at the North Shore Yacht Club from 1pm to 3pm. This was an introduction and education meeting.

The North Shore Yacht Club was recently renovated in May of 2010 with a three million dollar grant from the County of Riverside and Desert Alliance Community Empowerment (DACE). The building's décor is a replica of the old Yacht Club in accordance with maintaining the historical integrity. Once you enter the main door, you enter a small lobby where you can either turn left which leads to the North Shore Museum or right which leads to the multipurpose room complete with kitchen and an exit to a children's play area. If you were to return to the lobby area and walk straight ahead you would cross an arch way that leads to a room formerly known as the "Milk Shake Bar," where you could enjoy a breathtaking view of the Salton Sea. Although there are rooms upstairs, the building does not have an elevator and is not American with Disabilities Act (ADA) compliant because of the historical integrity issues.

The outside of the building is clean and a bit plain. There is no artwork and very little use of color. It stands out because it is abstractly designed and there are no buildings for at least two to three thousand feet.

Rationales for Meeting Processes. The meeting was designed so that the researchers could meet the

community and the community could process their transportation dilemma. The researchers and volunteers introduced themselves. Unfortunately, the researchers could not use the projector because the room had too many windows and no way of covering them.

Each community member was given a folder with a packet enclosed, a writing pen and a writing pad. Researcher 1 along with one volunteer, in Spanish, verbally reviewed the packet containing information on the researchers' backgrounds, definitions for stakeholders and opponents, a policy flow chart, and other terms with the community members. After reviewing the packet the researchers got into the questions and answers part of the meeting. Residents began to explain the history of transportation in the area, their attempts to gain transportation along with their failures. The community members were presented with the question of "what would they do differently now that they have reviewed how policy change works?" In addition, they were asked why they think their efforts were pointless. They were also asked about their power as community members and what they hoped to gain through this project.

Preparation for Meeting. The researchers made fliers stating the issue, meeting place, time, date and location and mailed them to the Reyes Market store owner who insisted on posting them at the store. Because of the delay with Institutional Review Board (IRB) the researchers were unable to apply for funding with Graduate Studies. Currently the researchers still have \$200 of the \$300 dollar donation they received from a generous Ex-Law Enforcement Officer. During our meeting on July 27, 2010 the researchers called the venue to make sure there were tables, chairs and other amenities such as a projector and media sources. The researchers put together a packet of information about Title VI of the Civil Rights Act of 1964, the political process/funnels, and the role and function of boards of directors. Again, our classmates contributed food, cookies, sandwich platters, napkins, chips, soda, utensils and fruit.

Reflections on July 31st Meeting. This meeting invoked feelings of a defeated community further oppressed by systemic mechanisms. One gentleman stated in the meeting that he and others would like to attend the North Shore council meetings but there are never any translators. He stated that they would attend these

meetings only to sit back waiting for a translator that never shows up. He also stated that the council members cannot understand him and that he feels he cannot express his thoughts. A Desert Alliance for Community Empowerment (DACE) representative commented on this gentleman's situation only to dispute his claim by stating that no one had ever showed up over the last four years and that they discontinued the use of a translator at the meetings because the expense was too high. This almost resulted in an argument.

The researchers discussed the possible reasons why the community after four years is still not actively participating or utilizing resources. It is clear that the North Shore Yacht Club is a possible lucrative project that is more focused on attracting tourism dollars. The person in charge of promoting North Shore Community Council events has never done marketing with rural populations and was resistant to questioning and or new ideas/suggestions.

It was also painful to hear the problems the community faces without transportation and how it impacts their lives. This stirs anger in the researchers because there are Federal and State funds designated for rural

populations, however the County of Riverside chooses not to appropriate funding to the region. Since North Shore is 98.1% Spanish speaking, immigrant or migrant workers, the County does not expect to hear any complaints about not upholding the obligation to provide them transportation or other services. Populations like the North Shore residents lack understanding of the political sphere to assert their communal wants and needs.

At the conclusion of the meeting, the group members seemed invigorated and researchers viewed the meeting as a huge success. Therefore the researchers will plan to continue with the meetings in a similar fashion. This means having an introduction, educational component and an open forum, question and answer section.

Engagement Step Three. Engagement step three was held on October 29, 2010 at the North Shore Yacht Club for the Catholic Charities Food Bank from 6:30am to 9am. The focus of this event was again on spreading more community awareness. The North Shore Yacht Club building appears the same as usual. On this particular day it is cold but not windy.

Rationales for Data Gathering Processes. The researchers were given a tip by community members to

attend the food bank if they wanted to gain more supporters. Information was given to community members about the project and community members were given fliers with the next meeting's information. On this day in particular the Catholic's Charity workers were having problems with their computers. They came out and asked if anyone could help them with their problem. One of the researchers assisted the workers with restoring computer usage. This opportunity allowed the researchers a chance to build rapport with the Catholic Charities workers.

Preparation for Meeting. The researchers did not prepare much for this event. The only preparation made was the usual, facing the early morning drive to the research site which is 2 hours driving time away from San Bernardino.

Reflections on the October 29th Meeting. The event went well. Many of the community residents were receptive to doing something to address their transportation needs. There were a few who offered negative thinking, suggesting that it is a waste of time to try and get transportation because no one is going to do anything. Others began to support this negative talk.

The researchers were able to use micro practice techniques while communicating with these residents.

Teaching-Learning Engagement Phase

Engagement Step Four. Engagement step four was held on November 20, 2010 at La Iglesia un Manatial en el Desierto from 1pm to 3pm. This event was to focus on spreading awareness, keeping the momentum and continuing to educate the residents. Due to scheduling issues with the North Shore Yacht Club the researchers had to find another location to host the community meeting. Initially, the researchers were not aware of any active church in the community. The last time the researchers surveyed the area the only church around appeared abandoned due to the boarded up windows and unkempt landscaping. A community member indicated that maybe the Pastor at La Iglesia Un Manatial en el Desierto would allow the community members to use the space for a meeting or two.

Rationales for Meeting Processes. The community members brought a large amount of food which provided a sociable and welcoming environment. Many community members mingled before the start of the meeting. Many new community members were present at this meeting. This

meeting was designed to engage new community participants and both educate and re-educate new and existing participants. The purpose of the project was reiterated, SunLine Transportation Agency's organization information was imparted, and the political flow chart was covered again. Discussion was rich between community members. Problem-solving was evident throughout the meeting as participants offered alternative solutions to the transportation problem. One community member became upset and pronounced that meetings should be held in English although he was bi-lingual.

Preparation for Meeting. Communication to the Pastor of the church was facilitated by one of the female community members as she provided a working number. The Pastor was happy to accommodate the community and gave the go ahead for future meetings at the church. Over eighty-eight community members were contacted via telephone to advise them of the meeting on the Tuesday and Wednesday prior to the meeting. Community members were asked to bring food to the meeting as well. Both English and Spanish packets of information gathered from the SunLine Transportation web-site. The packet also included a chart outlining the project's allies and

opponents as well as the political change process chart. The researchers purchased plates, bowls, and plastic ware for the food. Clip boards, pens, notepads were all provided by the researchers for the community members to utilize.

Reflections on November 20th Meeting. At first the researchers were fearful that the change in venue was going to cause a decrease in participant presence. One researcher began to get nervous when it seemed that no one was going to show for the meeting at 1:00pm. However, people began to show up late. The researchers saw this meeting as successful.

Sixty community members attended the meeting. It was good to go over the educational material with new and old members. It was interesting to see members engage in dialogue amongst themselves. It was also interesting to witness the cultural dynamics as one community member thought that all community members should learn to speak English in order to participate in community activities. Apparently this did not bother the other community members as they continued discussion as if the outburst never happened. It was a difficult meeting to facilitate due to the large amount of members present and side

conversations that erupted. Perhaps the facilitator will have to be more assertive at the next meeting.

The engagement portion of this chapter consisted of four engagement steps. The first engagement step was an event focused on outreach at Reyes Market which sought to establish the researchers' presence and gain community support.

Engagement step two was the first community meeting held at the North Shore Yacht Club. Teaching-learning was introduced to provide information about the SunLine and key gatekeepers and for the researchers to learn the history of the problem from the community members.

The third engagement step was also an outreach event held at the North Shore Yacht Club, Catholic Charities Food Bank to spread awareness of the issue as well as to gain additional community support.

The final engagement step was held at La Iglesia un Manatí en el Desierto where teaching-learning continued as the researchers sought to do a perception check of the community members understanding of what was discussed and with the educational packet. This meeting also was used to recapitulate the educational packet in effort to make sure the community had the same understanding of the

material. The end of this step marks the research study's transition into the phases of data collection.

Data Collection

Data Collection Phase One

Data Collection Phase one was held on January 22, 2011 at La Iglesia un Manatíal en el Desierto from 1pm to 3pm. This event was focused on education and brainstorming for action planning. The church was chosen as community members had previously designated it as the most comfortable space to hold meetings.

Rationales for Data Gathering Processes. This meeting consisted of a recapitalization of the prior meeting that included a review of the key players such as Riverside County Supervisor and the SunLine General Manager. Many people voiced how the lack of public transportation affects their lives, or proliferation of the problem. This can be described as the extent to how and whom an issue affects within a community. One woman stated how the lack of transportation "affects our kids too."¹ Another woman spoke of how SunLine provided a van for the North Shore residents to use for public

¹ Phase One Meeting Comments, January 22, 2011

transportation services many years ago. The existence of the prior para-transportation service is also evidence of a determination of a need, or evidence of a resource need. She stated "I don't know if SunLine gave it to us or what, but there was a small bus."² She voiced a sense of past Community unity as she stated, "different people took the route."³ "They were volunteering to drive it."⁴ In this instance, community unity can be defined as community members coming together in a show of support. This conversation also illustrated SunLine's power to implement and retract services by way of resource control, or the unjust management and appropriation of resources. The same community member continued to explain how, "It wasn't a business for them to bring a line out here from Mecca."⁵ "It only lasted a short time."⁶

People also discussed how the issue had been addressed before and had not worked. People spoke of feeling discourage and defeated and expressed a lack of

² Phase One Meeting Comments, January 22, 2011

³ Phase One Meeting Comments, January 22, 2011

⁴ Phase One Meeting Comments, January 22, 2011

⁵ Phase One Meeting Comments, January 22, 2011

⁶ Phase One Meeting Comments, January 22, 2011

knowledge on political issues. Defeat, or feeling vanquished or overcome by a force greater than you was expressed when a member stated "We tried to confront the issue of the bus one and a half years ago and they said that there wasn't enough people."⁷ They engaged in what the researchers termed, knowledge seeking, or the want to acquire knowledge about a particular topic. This was evidenced as one person asked if and when the researchers could return "to inform the people about what is happening."⁸

Some members also stated that they had previously attended the North Shore Counsel meetings to voice the presence of problems with the community but they could not communicate due to the Spanish/English language barrier. This was determined to be intra-ethnic, inter-ethnic and political exclusion. Intra-ethnic exclusion is defined as maintaining separateness and distinctions within homogeneous cultural heritage. Inter-ethnic exclusion is maintaining separateness throughout a heterogeneous cultural heritage on the basis

⁷ Phase One Meeting Comments, January 22, 2011

⁸ Phase One Meeting Comments, January 22, 2011

of ethnic affiliation, language class and socioeconomic status as well as a lack of cultural competence. Political exclusion maintaining separateness and distinction within a society based on knowledge of the system and power affiliation. These three concepts were express as one member stated, "People came but they only spoke English and the people that came and didn't speak English said, why am I going to go to meetings if I can't understand."⁹ The idea of cultural competence was also addressed in the meeting "The people that live here speak Spanish that would be the most important so that they know what the meetings about."¹⁰ Cultural competence is defined as being aware of cultural differences and accepting and understanding the differences.

We also discussed the importance of documenting North Shore demographics due to the lack of available information on the area. This was the first mention of the quantitative survey questionnaire. The community discussed the past action of one of the female community members creating and implementing a petition and how that

⁹ Phase One Meeting Comments, January 22, 2011

¹⁰ Phase One Meeting Comments, January 22, 2011

was unsuccessful. This failed attempt by the residents can also be defined as defeat.

The community members also discussed looking into the legal structure of a petition and decided that they would want to do another petition. They felt that this would be a new step toward action and it would allow them to spread the word about the current project. One member also suggested that community members could create a videotape with personal testimonies of how the community needs public transportation and how the lack of transportation affects their lives to be presented to SunLine. This would be done for those that weren't able to attend board meetings.

Open Coding of Meeting Content. The open-codes pertaining to this meeting were full of implicit and explicit meanings. This meeting can be distinguished as having content dominated by themes of oppressive forces.

While themes of empowerment were evident as the community members voiced hope, historical insight into the problem, expressed opinions on how to resolve the issue and knowledge of a passed existence of community unity/support more dominant themes of oppression, political control, and resource control were evident.

The majority of the community member's discussion addressed oppression by expressing a lack of support and community unity. They also felt discouraged and defeated because as they had attempted to confront the issue before and a resolution was not achieved. They also spoke of the difficulty of their life in the North Shore region as they are subjugated to a lack of resources. This is yet compounded by the fact that they are isolated by living in their community.

The participants also expressed feelings of oppression by means of political control. They expressed means of systemic distrust. That is, community members were skeptical of the researchers and wanted to know why they were willing to intervene and work with the community. This was perhaps due to a feeling that help usually comes with mal intentions or with a condition. This may also originate from past experiences of exploitation. Notions of political control were also evident by way of political exclusion. The community members spoke of how some attempted to participate in local political entities such as the North Shore Community Council but they were excluded from participation due to the language barrier and the council

did not accommodate by providing Spanish interpreter so that members could actively be involved.

Resource control was evident as one of the community members acknowledged the existence of a para-transportation system 12-15 years ago, but SunLine apparently discontinued its availability to the community.

Preparation for Meeting. The researchers analyzed the prior meeting and formulated an appropriate agenda that would address the community's current position. Phone calls were made to eighty community members to inform and invite them to the community meeting. Members were asked to bring food or drink to the meeting. The necessary materials such as large easel flip chart, pens, and notepads were also taken to the meeting.

Reflections on the January 22nd Meeting. It appears that there is still much work to be done with the community. It appears that the community's trust is yet to be gained, confidence built, and community unity worked on. The community did express much hope. Hope is the window of opportunity for the chance for change.

Phase Two

Data Collection Phase two was held on February 4, 2011 at the North Shore Yacht Catholic Charities Food Bank from 1pm to 3pm. This event was focused on outreach and the diffusion of survey questionnaires. Catholic Charities holds a weekly food bank on Fridays at the North Shore Yacht Club as it is seen as a community center/hub for the community.

Rationales for Data Gathering Processes. This site was chosen due to the large amount of community members that are present at the food bank. It was seen as an opportunity to gather a representative sample of demographic information from the community members as men and women, young, and old attend.

The researchers arrived and set up a small table outside of the Yacht Club's front entrance that had candies and doughnuts as small participation incentives. The researchers greeted a community member that had been present at all community meetings. He then introduced the researchers to other male community members and small talk ensued. This provided the researchers with an opportunity to further build rapport while educating others on the projects. The researchers were also

introduced to a North Shore Community Counsel representative by a female community member that was already active in the project. One researcher entered the Yacht Club to explain the nature and purpose of the questionnaire and provide the informed consent information. Directions were provided on how to voluntarily consent if they wished to participate. The food bank attendees showed much interest in the project and all were willing to participate.

The questionnaires were passed out on clipboards. Pens were also provided. The questions were read aloud. Many people discussed the open-ended questions together. One researcher provided additional direction to participants as needed. Questionnaires were collected as people finished and were then taken to the questionnaire box where they were stored and locked-up as they were collected.

Community members were thanked for their participation and given a small flier with next meetings information. As the researchers finished the food bank began to dispense the commodities. The second researcher that was manning the table collected questionnaire information from people arriving late and spoke with the

North Shore Council member in depth about the project. Fifty-one surveys were filled out and collected at this event.

Reflections on February 4th Meeting. This provided the researchers with the quantitative demographic data and power analysis data. The researchers were excited at the opportunity to gather data and reach out to so many community members at one time. It was also nice to be able to chat with community members outside of the typical meeting setting.

It was a bit nerve racking trying to keep track of all of the surveys and questions that members had about the survey. People had a hard time with the ethnicity and race categories as well as the wording of the open-ended questions. It was nice to see a female community member stepped up and helped the researchers in passing out the surveys and also helping to provide direction to the other participants. This particular community member was instrumental to the previous transportation organizing attempt. Due to her involvement, the researchers felt like they were being positively endorsed by the other active community members. The data gathering of

demographic information was a success and took relatively little time.

Preparation for Meeting. The researchers made one hundred Spanish language copies of the questionnaire and fifty English language copies. The researchers also gathered the necessary items such as a small fold out table, candies, doughnuts, pens, and clip-boards. A box with a pad lock was purchased to store the completed questionnaires.

Reflections on the Study. The study appears to be progressing rather smoothly. It appears that the researchers are gaining community support and members are actively participated in the project.

Phase Three

Data collection Phase three was held on February 5, 2010 at La Iglesia un Manatial en el Desierto from 1pm to 3pm. This event was held to gather more demographic data and to take begin action planning. The researchers returned to the church upon the community member request as they stated they feel most comfortable meeting at the church.

Rationales for Data Gathering Processes. Survey questionnaires were provided for those community members

that did not fill out or that did not attend the food bank. Many of the participants that have actively participated from the start of the project were not present at the food bank. The researcher provided informed consent information and then verbally guided the participants through the questionnaire.

One participant voiced concern and dislike for the wording and inclusion of the potential risks warning undocumented participants of possible negative consequence to participation. This was defined as systemic distrust coupled with fear. Systemic distrust is being skeptical of and having doubts that social and legal systems are well intended and was expressed by a member when he said, "Here it says, can identify people without documents."¹¹ Fear is defined as an emotion of being afraid of a possible impending danger and was addressed by the following statement from the same man, "You shouldn't have put that."¹² He stated that the researchers should not have included this statement as it would scare necessary, potential participants away from

¹¹ Phase Three Meeting Comments, February 5, 2011

¹² Phase Three Meeting Comments, February 5, 2011

participating. The same participant commented that the ethnicity and race section was confusing and did not allow him to adequately self-identify. This can be seen as evidence of lack of cultural competence, or a deficiency in knowledge of cultural norms, language, and traditions of an ethnic group. The member said, "Hispanic, Latino, Spanish, and Mexican, Mexican-American, Chicano. Why so many?"¹³ He continues by adding that "It has to be Mexican separate, Chicano separate."¹⁴ The researcher explained that the risks statement needed to be included to provide ample warning to participants. The researcher stated that the researchers had to follow the census format for ethnicity and race due to Institutional Review Board (IRB) stipulation. The debriefing statement was included. All members present agreed to participate by filling out the questionnaire.

The researchers also audio recorded the meeting to provide qualitative data to be transcribed at a later date. The meeting continued after all questionnaires were

¹³ Phase Three Meeting Comments, February 5, 2011

¹⁴ Phase Three Meeting Comments, February 5, 2011

filled out and collected. Discussion about the petition and the petition elements ensued. Only three of the five leaders were present. A fourth leader emerged and volunteered to collect petition signatures.

The researcher re-visited the political process flow chart and identified the current status and step of the project. The participants discussed what was needed to continue forward with the cause. Overwhelmingly, they stated that they needed to take more responsibility by actively promoting the cause within the community. This can be described as accountability, or taking responsibility for actions needed to resolve an issue. One community member stated, "How are we going to expect something from the rest of the people if we haven't done anything?"¹⁵ The same community member introduced the concept of active community participation, or the community members taking active initiative in the project's construction. He state, "When we go out to collect signatures, more people will come."¹⁶ The same participant expressed determination to continue along

¹⁵ Phase Three Meeting Comments, February 5, 2011

¹⁶ Phase Three Meeting Comments, February 5, 2011

with the petition's mission when he stated, "We can't stop doing the job. We have to keep going."¹⁷

Determination is defined as will power to continue despite obstacles.

The community members suggested that a local politician that had influence on the matter be invited to the next meeting. The community agreed that Assemblymember Manuel Perez would be more likely to support the cause and culturally identify with the community. One participant said, "He speaks our language."¹⁸ The researchers saw this as ethnic alliance, or forging a positive relationship with someone on the basis of cultural similarities in hopes of gaining support.

Organizing was also apparent in this meeting. Organizing is defined as preparation for future events through collaboration. One member suggested, "We need a date for the next meeting."¹⁹ Additional organizing (see Chart 1. Action Planning) was evident in preparation for the political visit as the community members brainstormed

¹⁷ Phase Three Meeting Comments, February 5, 2011

¹⁸ Phase Three Meeting Comments, February 5, 2011

¹⁹ Phase Three Meeting Comments, February 5, 2011

Chart 1. Action Planning Chart

Task	Steps	People	Place	Date	Budget
1. Petition	a) Contact Community Leaders b) Meet with Community c) Consult Experts d) Develop next plan	Researchers Community Members Professionals	North Shore Yacht Club	January 2011	Travel, refreshments other supplies
2. Community Meeting with Key figures	a) Contact Community Leaders b) Meet with Community Representatives c) Consult Experts d) Develop next plan	Researchers Community Members Elected representatives	North Shore Yacht Club	March 2011	Travel, refreshments other supplies
3. Petition Results to the press	a) Contact Community Leaders b) Find Contacts with the Press c) Consult Experts d) Develop next plan	Researchers Community Leaders	Press Offices	April 2011	Travel, Cell Phones

about possible questions to present to the politician.

The four leaders met after the meeting to designate community quadrants to collect signature petitions.

Reflections on February 5th Meeting. One of the researchers felt extremely fearful that the participants would not participate after reading the informed consent's risk statement and after one participant verbally announced his dislike for the statement and discussion arose from it. This meeting was extremely difficult to facilitate as the community members voiced low morale throughout the meeting due to low participant turnout (twenty members were present). Motivational interviewing techniques applied to boost morale. The meeting discussion also seemed to go in circles and lacked cohesion and fluidity. Constant redirecting was also needed. The meeting was emotionally and physically draining.

Data Analysis of Open-Codes. The open-coding for this meeting reveals a complete shift in the community's discussion content. It is apparent that the teaching-learning component of the project has provided the community with knowledge needed to confront the issue head on. There was less evidence of discussion that included themes of oppression, resource control, and political control. Although these forces are still alive

and present, the community prefers to discuss how they can address the issue.

Empowerment themes were much more prevalent throughout this meeting. The community members shared about their need to become more active and responsible in order for the project to be successful. This contains connotations of personal and community accountability. They spoke of becoming more actively involved by participating in gathering signatures in the community. They also spoke of helping one another in the venture. This shows a building of community unity. Themes of brainstorming and organization were very prevalent as the community came together to organize themselves for responsibility of the petition. There was also brainstorming of what questions the group was going to ask the politicians when they attended.

There is less evidence of the community being concerned with the oppressive forces in comparison to the last meeting. The participants did express the notion of oppression when they expressed a fear and a lack of cultural competence to the language and content in the informed consent as well as distaste for the Census Bureau's ethnicity format that was used. This shows that

there are outside institutional forces that impinge oppressive forces by way of inappropriately classifying people.

The community also expressed that although a solution to the transportation dilemma may be reached in the future, SunLine would still maintain control over how, when, and where the services would be implemented.

Preparation for Meeting. Due to his continuous commitment and presence at previous meetings, one particular community member was contacted and asked if he could diffuse meeting information to the Friday morning Food Bank attendees. The community member agreed to the request. The researchers and Spanish speaking classmates made over 80 phone calls to community members to advise them of the meeting on Tuesday and Wednesday prior to the meeting. Community members asked to provide food for the meeting. The researchers also drove through the entire unincorporated area of North Shore prior to the meeting to equally divide the town up into quadrants on a map that was obtained by the Coachella Valley School

District. Questionnaires, pens, notepads, clip boards, copies of the petition were provided by the researchers.²⁰

Reflection on the Study. It feels as if the project is gaining momentum. The research participants are really brainstorming about possible plans to action. They seem invested in the project and in creating change. Ownership is also presented.

Phase Four

Data collection Phase four was held on March 19, 2011 at the North Shore Yacht Club from 1pm to 3pm. In this meeting, the discussion was between politicians and community members. The Yacht Club provided a neutral meeting ground and was decided upon for maximum comfort and occupant capacity.

Rationales for Data Gathering Processes. The meeting was audio recorded and transcribed at a later date in order to accurately capture themes of the discussion. Assemblymember Manuel Perez's Senior Field Representative, Carlos Gonzalez, and the Mayor of Coachella/SunLine Board Vice-president, Eduardo Garcia arrived 45 minutes late to the meeting. They introduced

²⁰ Phase Three Meeting Comments, February 5, 2011

themselves and facilitated discussion on the issue of public transportation as it pertained to North Shore. The politicians were briefed about the purpose of the meeting by the one of the researchers and commented that, "This region is growing and with growth it will be essential to reprioritize the priorities of the agency to bring services to this area."²¹ This can be described as problem insight or, knowledge of an issue's dynamics within a specific context. They provided alternative problem solutions or action planning ideas by suggesting additional actions to be taken, which political figures/organizations/agencies should be confronted about the problem. They also identified themselves as community allies. For example, one politician suggested "One interesting action that you can all do is for everyone to call SunDial one day, so that they can see that services are needed,"²² "Another thing is to write a letter to Desert Sun saying that you have 500 signatures because there is no service here."²³ Action planning is defined as preparation for future active responses to an issue.

²¹ Phase Four Meeting Comments, March 19, 2011

²² Phase Four Meeting Comments, March 19, 2011

²³ Phase Four Meeting Comments, March 19, 2011

The SunLine Agency Vice-president/Mayor of Coachella takes accountability for presenting the issue to the SunLine Board when he says, "I will be bringing this up to SunLine. You have our promise to come once a month or once week" (E. Garcia, personal communication, March 19, 2011). Accountability is taking responsibility for actions needed to resolve an issue. Additionally, the same politician acknowledged the prevalence of political control, or a person's ability to manipulate situations on the basis of their position of authority. He states, "We need to look at whose responsibility it is. SunLine is the principle agency that has the responsibility to answer when the problem will be solved" (E. Garcia, personal communication, March 19, 2011).

The politician's commentary also illustrated double meanings containing messages of both sincerity and political rhetoric. For example the Mayor stated, "I am only one, one of the nine, and the decision is made by the majority" (E. Garcia, personal communication, March 19, 2011). This political rhetoric is defined as jargon that has little or no substantial meaning that is used by politicians to confuse, exhaust, and placate the listener.

The community members were able to voice their concerns and frustrations about the lack of public transportation and how the issue affects the entire community. This is known as the proliferation of a problem and is defined as the extent to how and whom an issue affects a community. One such participant stated, "many children don't have transportation to go to the college of the desert."²⁴

One participant thanked the politicians for attending and stated, "We are thankful that you are here"²⁵. "I didn't know that we could communicate with people like you"²⁶. The first statement demonstrates a perceived ethnic alliance, or forging a positive relationship on the basis of cultural similarities in hopes of gaining support. The second statement demonstrates a feeling of otherness which is defined as a perception of differences by one group of another group.

Additionally, the meeting consisted of an open forum for where community members asked the politicians questions about policy, how to conduct policy change and

²⁴ Phase Four Meeting Comments, March 19, 2011

²⁵ Phase Four Meeting Comments, March 19, 2011

²⁶ Phase Four Meeting Comments, March 19, 2011

any other questions they had about how to obtain public transportation for their community.

Reflections on March 19th Meeting. The researchers felt that the meeting was a success and had large community attendance and participation. It was an excellent community morale booster as they were able to dialogue with politicians in Spanish and express their thoughts on the matter. The researchers were also a bit disgusted at the amount of political rhetoric used by the politicians. They would align with the community's plight and then try to scapegoat problem solution accountability. It was also wonderful to see how the three community leaders had been empowered and really step forward as leaders. They were well dressed and each spoke about the work that they had been doing by collecting signatures. They were also able to serve as voices for the entire community.

Open Coding of Meeting Content. This meeting was extremely empowering and provided a platform by which community members actively engaged in policy change talk with actual politicians that represented their area.

The open-codes of this meeting were superfluous and varied in content meaning. Themes of empowerment,

oppression, political control, and resource control were all revealed in the open-codes.

This meeting provided the community members with an opportunity to be heard and a chance to voice their frustration and anger about being ignored and being denied access to public transportation. They were able to express how their lives were affected by the lack of public transportation as well as the benefits that could ensue upon service implementation. Empowerment was furthered as the community members could voice these concerns in their own language. The ability to communicate one on one with the politicians enhanced the participants' confidence and also created an intangible alliance between politician and community as the "otherness" previously felt was muted by the presence of an ethnic alliance. This alliance was solidified when the politicians provided supportive statement such as, "We are here supporting the issue..."

They engaged in problem-solving by suggesting how SunLine could resolve the issue. The politicians also engaged in empowerment talk by provided additional suggestions of actions that the community could take to bring more attention to the issue. They suggested media

coverage and for the community to actively participate in local political arenas such as the North Shore Community Council. They also addressed the need to become familiar with the local political hierarchy.

However, themes of oppression, political and resource control were also present. Oppression was evident as the participants voiced their experiences of being isolated and not being able to get to Mecca where they would then have the opportunity to catch the bus to go to other cities. As mentioned before, they expressed their anger at their previous attempt to resolve the issue. Anger is an emotion that has root in feeling that one has been wronged, thus oppressed.

Political control and resource control was extremely prevalent throughout this meeting. The politicians acknowledged the existence of the issue and fact "that SunLine is the principle agency that can answer when the issue will be resolved." The politicians acknowledged the likelihood that the issue would not be resolved quickly as budget cuts were imminent to the local institutions. They also explained that the County Supervisor and other political parties had power and could in fact influence the matter.

Political rhetoric was also employed throughout the meeting. This was a way for the politicians that were present to deflect anger and also to avoid accepting full personal responsibility to commit to the issue's resolution. The vice-president of SunLine's rhetoric worked in conjunction with an ignorance of the services as he made long and drawn out suggestions on using the Dial-a-Ride service that is not even available to that area. He made the same suggestion twice and consumed community participant discussion time.

Explanation for Anticipated Changes in Data Collection Strategies. The researchers will be following up with politician's suggestion of contacting the local press and advising them of project plight as well as providing them with petition information. An attempt at attending a North Shore Council meeting or inviting a representative to one of our meetings will be made. Further communication between Carlos Gonzalez and Eduardo Garcia is desired to gain more support.

Preparation for Meeting. The researchers made frequent correspondences with the politician's secretary and his schedule manager to try to establish communication and to coordinate meeting dates. Fliers

were made to post at Reyes Market and at another community location as designated by community leader. Phone calls were also made to community members to advise them of the meeting. Researchers created an agenda to facilitate optimal community participation while maintaining organization.

It seems like the project is gaining full momentum and although termination is near, there is much work yet to be done. It is amazing to see the community participants gain confidence and accept responsibility for their work. Empowerment is definitely present.

In summary, the data collection and interpretation was divided into four phases. The first phase took place at La Iglesia un Manatial en el Desierto and was characterized as a time of educating and furthering the teaching-learning process. Phase two was implemented at the North Shore Yacht Club Catholic Charities Food Bank where the questionnaires were filled out by community members. The third phase was marked by organization of the action plan. In the final phase the community leaders and other members asserted themselves by engaging in dialogued with political representatives.

Meetings Empowerment and Action Achievements

The analysis of the open codes from the community meetings revealed a distinct progression from disempowerment of the community members toward empowerment. This was accomplished through three community meetings where community members were provided a platform to develop and realize their potentials.²⁷

The first meeting's open codes overwhelmingly consisted of oppression, defeat, resource control, and a lack of community support although the community did express feelings of hope that the issue would be resolved.

In the second meeting the residents were skeptical and uncertain about continuing on with the project because they had failed to resolve the issue in the past. When educated on the policy change process, the SunLine Transit Agency, Federal, and state guidelines for providing services to rural areas along with the teaching-learning exchanges, community members became more optimistic about their dilemma. They began to take ownership in the project and their community by

²⁷ Phase Four Meeting Comments, March 19, 2011

organizing to carry out action plans. Through the action planning process leaders emerged as representatives of the community. This was also a demonstration of community solidarity. The community members also had a greater sense of self-confidence as they became more inquisitive and vocal. The community members were more forthcoming with each other as well as with the researchers. As a result the researchers who acted as facilitators in community meetings began to step back as the residents began to take charge of the meeting process. They began to seek validation from other community members rather than from the researchers.

Instead of the overall theme being oppression, the community members were aware of factors such as ethnic discrimination and class oppression. Through empowerment they were able to put aside these issues in order to confront their transportation issue. They were able to present the results of the petition along with other issues with confidence in the presence of the political figures. They gained a sense of belonging as they realized through dialogue with political representatives that they were valued and had a voice.

The overall series of meetings built upon existing strengths, skills and knowledge of community members.

Prior to this study the residents did not know about the North Shore Yacht Club or the La Iglesia un Manatí en el Desierto. The meetings allowed the researchers to provide resource linkage to the residents from pertinent county liaisons. These resources included Planned Parenthood, the cooling center, English as a Second Language (ESL) classes, daycare, after school tutoring, activities for children, community dump days and clean up.

Summary

In summary, the data collected from focus groups at community meetings from both the data and reflection journal was analyzed and discussed in this chapter. This section also provided a description of the meetings through open-coding. The open-codes obtained from the first meeting were negative, reflecting the community members' disempowered state. By the second meeting the open-codes were progressively becoming more positive revealing elements of empowerment. In the final meeting the community members assertively presented 500 petition

signatures to political representatives as well as voiced their concerns. This behavioral transformation reflected the empowerment process.

CHAPTER FIVE

DISENGAGEMENT AND FOLLOW UP

Introduction

This chapter describes how the researchers communicated the findings of the research project to the study participants. It also discusses how the researchers disengaged from the study site and research participants and how a professional consultation relationship will be maintained with the study community in the future.

Communicating Findings to Study Site and Study Participants

The findings of the study gathered from the emergent and ideological analysis of the project were presented to the research participants at the celebration reunion for the disengagement phase. The reunion was held at the North Shore Yacht Club Community Center room. The researchers provided an explanation of the power analysis structure that exists between the North Shore community members and the political figures that implement policy in the community. The presentation showed how this information was obtained from each of the 66 participants who responded to the last three questions of the

demographic questionnaire. Furthermore, the other qualitative data was reported. This information was read aloud and each member in attendance was given a print out of the findings that included charts and a general, discussion.

Disengagement of Study

Disengagement from the study was initiated in the form of a celebratory community reunion. A total of 80 community members were contacted via telephone and invited to attend the community celebration. The researchers intended the reunion to serve as a symbolic farewell party as well celebration of the hard work of the dedicated community participants and community leaders. It was also an opportunity to reflect on how the community journeyed through the empowerment process starting from a voiceless and politically uneducated community to having participated in active community organizing and actually dialoguing with pertinent local politicians. The celebration commenced with an opening speech from the researchers. A visual chronological timeline with the steps of action and events was displayed and reviewed. The researchers presented four

community leaders with a framed certificate of acknowledgement of their hard work and dedication to the positive development of their community. Two families were also presented with certificates of acknowledgement of their dedication as they attended every community meeting and actively participated by bringing food and diffusing pertinent study information throughout the year. Each person acknowledged was given the opportunity to reflect on the events of the study or offer any personal sentiments.

Other community members followed suit and spoke about how the study and how the events affected their lives. Many people were overcome with emotion and expressed great gratitude at the experience to participate in such a movement.

After the certificate presentation the researchers presented the results of the study. The community members were then welcomed to mingle. Music was also played on the researcher's laptop. The community members brought food such as pozole, carne asada, pasta salad, cookies, chips, soda, and water. The celebration was quite festive and emotional.

Ongoing Relationship with Study Participants

The researchers felt that the word "termination" was not the appropriate term to use in regards to this particular research project. "Termination" carries the strong connotation that the relationship between the researchers and study participants dies, and is final upon termination of the study. The researchers acknowledge and appreciate the relationships that were forged throughout the study. Therefore, it was decided that the term "disengagement" more accurately describes the foreseeable ongoing relationship between researchers and study participants/community. Upon disengagement of the study the researchers' position would be transformed into a consultant position. The study participants were told that they may contact the researchers as needed, in order to consult with them on issues or concerns that may arise throughout their ongoing movement for social justice. Business cards with the researchers' names, telephone numbers, and email addresses were given to each community member. The researchers also provided a directory of the names, professional position, telephone numbers, and email addresses of all of the stakeholders and political figures that the community members came

into contact with or spoken about during the study. The community expressed gratitude and agreed to contact the researchers as needed.

Strengths and Limitations

The main strength of the study was the empowerment process. When the research first arrived in North Shore the community members expressed their feelings of defeat. They were at a loss for a resolution to their transportation issue due to a prior failed attempt at resolving the problem. Through the teaching-learning process the residents were able to collaboratively analyze their problem. After the residents felt they had a firm understanding of the policy-change process and the political stakeholders that govern their region, five leaders voluntarily emerged to organize and represent the community. Towards the end of the project the researchers were able to do less facilitation because the residents took on this role during meetings. This transition was evident during the first phase of data collection. Community members became assertive, confident, and unified while beginning to develop action strategies. These action strategies included organizing to collect

signatures for the petition, and brainstorming what questions to ask the political representative. The community members had the opportunity to dialogue with political figures in their own language. Speaking about their problems boosted their self-esteem and morale thereby in a sense, eliminating all the fear of communicating with the political "other". The residents were also able to view the political figures as human. One resident responded by saying "I did not know that we could talk to people like you" while addressing a representative in a meeting. As the study gained momentum, the community participants began to take ownership in their community by trying to implement change for a better quality of life for themselves as well as for the whole community.

The limitations to the study were many. The geographic distance between where the researchers lived and the actual study site was vast. On average it took two hours travel time to get to North Shore from the Inland Empire. Due to the great geographic spatial divide, gasoline was a costly expense that had to be calculated into the study. Each trip cost approximately \$40 dollars in addition to car wear and tear and

maintenance. As a result, the researchers could only afford to conduct monthly meetings. This limited physical contact with the community as well as limiting the rapid progression of the study. This then affected community engagement and participation. The engagement of community members was also affected by the initial perception of the researchers as others/outsideers. Hence the need for a prolonged and extensive engagement phase.

The ethnicity, education level, language, and perhaps class differences of the researchers also served as limitations. The researchers were not from the North Shore Community and at first perceived as outsiders. Although one of the researchers does speak Spanish, the language level is not that of a native Spanish speaker. Sometimes this impeded the researchers from accurately conveying ideas or concepts to the community.

Since the researcher were not from the North Shore area, they had to start from the ground up, making contacts and forging friendships and relationships in order to uncover the complex social and political network of the area. This was labor intensive.

The amount of work required to conduct the study was also labor intensive and required the help from outside

participants at all times. Event preparation, information translation, making phone calls to community members, gathering information on the issues at hand, conducting research, meeting preparation, maintaining community and political relationships, conducting community meetings were all extremely physically and mentally taxing tasks. Classmates and family members volunteered their time and specialized knowledge to help carry out the research project.

Money was perhaps the number one limitation to the study. The researchers are graduate students that worked on an extremely constricted budget; as a result, the researchers relied on monetary donations from classmates, family members, cause supports, and personal finances. This money was frugally appropriated throughout the study but it was also exhaustive.

Recommendations for Social Work Practice, Policy and Research

There are several recommendations for the macro social work practitioner as they apply to the generalist model. The phases of the model are not carried out in a linear. "These stages have a certain logical order, but in real life the practitioner may well go back and forth

between the stages as the interventions require" (Morris, 2006, p. xxi).

When working with rural and socially marginalized populations it is imperative that the practitioner and researcher dedicate time and energy to fully engaging the community with perhaps unconventional methods and locations.

The assessment phase should be noted as an ongoing and circular process. The practitioner or researcher may find themselves assessing the problem even in the later phases of the generalist model.

For the researcher, the planning phase should be developed and directed by the community. In contrast, the macro social work practitioner in an agency setting would be obligated by agency specific objectives to carry out the plan according to the organization's goals. Therefore, it is crucial for the macro researcher to collaborate with community members and allow them guide the process. The community knows what is best for their own community.

In this study the implementation phase illustrates the integration of the micro and macro models of practice. It is vital for the macro practitioner and

researcher to utilize micro practice skills such as empathy, redirecting, reframing, active listening, furthering, summarizing, authenticity, assertiveness when confronted with the chaos of emotional and charged topics during community meetings. However, like the planning phase the community must be empowered enough to follow through with their action plan.

It is important for the researcher and the social work practitioner while working with a community during the evaluation stage to maintain and solidify existing relationships. Considering the evaluation stage as circular or overlapping the researcher and social work practitioner may find it necessary to scale back through the generalist model arriving at earlier stages. Taking into account the accomplishments, there is a need to enter the assessment stage again factoring in the various new variables. As in the case of this study, the new variables were new allies in support of the cause and new opponents which led the researchers to determine to what capacity they function or effect the ultimate outcome of the overall goal.

In the generalist model termination while working with resilient people who find themselves in unfavorable

circumstances can be intensely emotional for both the researcher and the social work practitioner. It is also a stage that should be initiated at the beginning and end of all meetings with communities. Unlike in a micro practice setting the researcher and social work practitioner interact on a more personal level. It is also important when working with communities that they understand that they are able to function on their own without the physical presences of the initiating bodies, as the ultimate goal is for the community to carry on the project. The researcher and the social work practitioner should also set up additional meetings towards the end of the project to check in with community members. As in this study, the researchers found many community members to feel uncertain with lower levels of confidence and self-esteem. By checking in with community members the researchers were able to do interventions addressing their concerns through cognitive behavioral theory. In addition, having a celebration during this phase and giving recognition of involvement aids in the efforts of boosting the morale of those involved.

The follow-up stage is a little different for the researcher. The researcher has the choice to determine

how they wish to associate with the community members as they move forward with the mission. They can provide ongoing consultation with community members by phone or email (Morris, 2006). In the case of the social work practitioner they may have to prematurely terminate from the research site due to issues with funding. To avoid feeling as though they have walked out on the community they could always communicate termination during each meeting with client population.

The macro implications of the study for policy are for social workers to advocate for policies that support inclusion of individuals living in unincorporated areas. Generally unincorporated areas are without vital infrastructure and experience higher crime, poverty, pregnancy, homeless rates. However, the statistics of these incidents are generally put off on other surrounding areas and they continue to go unnoticed or discounted entirely. Furthermore, unincorporated areas may not be adequately represented or supported by their governing public officials. Governing officials such as the county supervisor may or may not recognize or sympathize with the community's needs. Additionally, the vast geographic area covered, the seemingly formidable

social and political issues, and the insurmountable responsibilities may cause the public official to place certain issues lower on the agenda than other issues.

Therefore, it is imperative that the macro practitioner and researcher bring such neglected issues to light to be addressed by the appropriate organization or agency, thus creating policy change.

Summary

The researchers communicated findings at the North Shore Yacht Club which was the primary location for the study. Community participants were given hand-outs at the celebration reunion for the disengagement phase. The largest strength was the entire empowerment process while the greatest limitations were financial resources and the geographic distance between the research sites and where the researchers lived. The macro implications heavily rely on social workers intervening with members of this population or others in similar situations by advocating for changes on how counties allocate resources to unincorporated areas. There is a great need to continue to assess and advocate for communities as they are often without agency of their own. The researcher for this

study discussed follow-up as a process in which with they would become consultants as opposed to researchers with the community.

Conclusion

This study was guided by a critical theory paradigm combined with an intricately interwoven literature review and the findings suggest that the North Shore population is indeed experiencing ethnic discrimination and class oppression and are thereby marginalized by sociopolitical ideologies that sustain and maintain resource control. The critical theory paradigm provided the rationale for the researchers to intervene as advocates from an empowerment and strengths perspective in a community organizing effort. This study can be used by social workers, social work practitioners, researchers, those involved in making policy and community organizers as a mini handbook prior to and while working with communities like North Shore.

APPENDIX A

AGENDA

Section I

North Shore Transportation Community Meeting

Date

Meeting Agenda

I. Welcome/Introductions

- Meeting organizers

II. Purpose of the Community Meeting

- Overview of the Transportation Dilemma
- What has been done in the past in terms of transportation for North Shore?
- What do we know about the transportation issue in North Shore?
- What do we know about policy?
- What is action?

III. Introduce Key Players

- Who are the key players?
- SunLine Transit Agency?
- Riverside County Elected Officials
 - a. John Benoit, Riverside County Supervisor
 - b. Manuel Perez, District 80 Assembly Representative

IV. Allies

- What is an Ally?
- Who are our allies?

V. Steps toward Action

- Contact local politicians?
- Attend meetings of SunLine Transit Agency?
- Put together a petition to take these groups?
- Go to the media?
- Anything else?

VI. Community Volunteers

- Are there people who would like to volunteer to lead and organize these activities?

- Why have community volunteers?
- Establish meeting dates

VII. Discussion

- Are there barriers to your participation on boards, committees, or local government?
- If so, do you have thoughts or suggestions for how these barriers can be overcome?
- Questions

APPENDIX B

SURVEY QUESTIONNAIRE

The following questions are intended to gather more information about the residents of North Shore to make a statement about who you are as a community. The questionnaire is both voluntary and anonymous for those at least 18 years of age. Please respond to the following questions by placing an (X) in the appropriate box or fill in responses when applicable.

Section II

1. Gender

_____ Male (1)
_____ Female (2)

2. Ethnicity

Are you of Hispanic, Latino, or Spanish origin? _____ (1)
No, not of Hispanic, Latino, or Spanish origin _____ (2)
Yes, Mexican, Mexican Am., Chicano _____ (3)
Yes, Puerto Rican _____ (4)
Yes, Cuban _____ (5)
Yes, another Hispanic, Latino, or Spanish origin ____ (6) Country _____ (7)
Argentinean _____ (8)
Colombian _____ (9)
Dominican _____ (10)
Nicaraguan _____ (11)
Salvadoran _____ (12)

Other _____ (13)

3. Race

White _____ (1)
Black, African Am., or Negro _____ (2)
American Indian or Alaska Native Print name of tribe _____ (3)
Asian Indian _____ (4)
Chinese _____ (5)
Filipino _____ (6)
Asian _____ (7)
Hmong _____ (8)
Laotian _____ (9)
Thai _____ (10)
Pakistani _____ (11)
Cambodian _____ (12)
Other Asian _____ (13)
Japanese _____ (14)

Korean_____ (15)
Vietnamese_____ (16)
Native Hawaiian_____ (17)
Guamanian or Chamorro_____ (18)
Samoan_____ (19)
Other Pacific Islander
Fijian_____ (20)
Tongan_____ (21)

Other _____ (22)

The above census categories acknowledged that “race categories include both racial and national-origin groups.”

4. Age _____

5. Religion

Protestant _____ (1) Catholic _____ (2) Baptist _____ (3)
Judaism _____ (4) Islam _____ (5) None _____ (6)
Other _____ (7)

6. Marital Status

_____ Single (1) _____ Married (2) _____ Separated (3)
_____ Divorced (4) _____ Widowed (5)
_____ Other (6)

7. Highest grade completed

_____ Less than middle school (1)
_____ Less than high school (2)
_____ Some high school (3)
_____ High school (4)
_____ GED (5)
_____ Some college (6)
_____ College graduate (7)
_____ Master's (8)
_____ Doctorate (9)

8. What job do you have?

9. What organizations do you belong to?

10. What businesses do you use?

Adapted from

U.S. Census Bureau. (2010). Poverty: 2008 and 2009. Retrieved October 9, 2010,
from <http://www.census.gov>

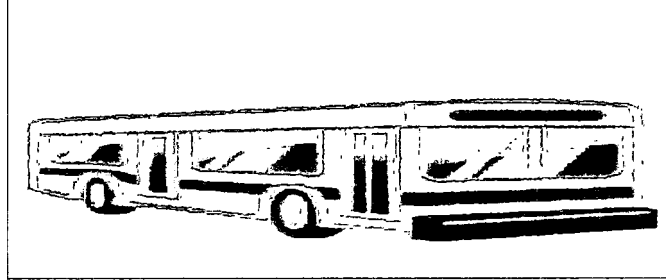
Morris, Teresa. (2006). Social work research methods: Four alternative paradigms.
Thousand Oaks: Sage Publications, Inc.

APPENDIX C

POLICY CHANGE FLOW CHART/SUNLINE TRANSIT

INFORMATIONAL PACKET

La Causa Unida
Moving Toward the Future



Public Transportation of NORTH SHORE Agenda

- Welcome- Introduction of members
- Who we are
- Our mission
- Reason for coming to the community
- Open forum- discussion from the community
- A little about Sunline Transportation Agency
- Local political figures and STA board members
- How we go about making policy change
- Possible sources of funding for transportation
- Plans for the next meeting
- Check out- Thank you

Bringing Public Transportation to North Shore

¡La Causa Unida, Estamos Aquí!

Our mission is to improve the quality of life of the North Shore residents through access to affordable public transportation.

Our role: We are Master of Social Work students at California State University, San Bernardino who are raising awareness on the lack of public transportation in North Shore. We are also creating an alliance with the community of North Shore to help us in the fight to bring change to North Shore.

Our goal is for North Shore residents to have access to public social services such as medical, mental health, and dental; in addition to having access to shopping centers, schools, employment, and recreational opportunities through affordable public transportation in the North Shore community.

Together we can make changes, because your voice and support make a difference; help bring public transportation to North Shore!

Visit us at www.myspace.com/causaunida
Or contact us at: causaunida@yahoo.com

Vision, Mission and Goals

VISION

SunLine Transit Agency is the regional transportation mode of choice.

MISSION STATEMENT

To provide safe and environmentally conscious public transportation services and alternative fuel solutions to meet the mobility needs of the Coachella Valley.

OUR GOALS

- To provide dynamic organizational leadership and change consistent with the growth of the transit agency.
- To continue the advancement of innovative transportation and alternative fuel technologies.
- To provide leadership for the region's mobility needs.
- To provide high quality transportation services that are safe, efficient, and effective.

Title VI Program

SunLine Transit Agency
Title VI Policy Statement

SunLine Transit Agency (SunLine), treats its customers with respect and integrity:

SunLine in accordance with the United States Department of Transportation Title VI Regulations (49 CFR part 21) operates its programs without regard to race, color, creed, national origin, sexual preference, marital status, age, medical condition, or disability in compliance with Title VI of the Civil Rights Act, California Civil Code section 51(b), or other applicable law.

SunLine's Title VI Policy Statement:

Title VI is a section of the Civil Rights Act of 1964 requiring that "No person in the United States shall on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance." SunLine grants all citizens' equal access to all its transportation services under Title VI of the Civil Act and it is also the intent of SunLine, that all citizens are aware of their rights to such access.

Complaint Process:

Filing a Title VI Complaint?

Persons who believe they have received discriminatory treatment or practice under Title VI may file a complaint with SunLine Transit Agency. For information on filing a complaint, contact SunLine's Planning Department. Complaints must be in writing and must be filed no later than 180 calendar days of the alleged discriminatory incident. The preferred method is to file your complaint in writing using this **Title VI Complaint Form** and send it to:

SunLine Transit Agency
32-505 Harry Oliver Trail
Thousand Palms, CA 92276

Attn: Director of Planning/Title VI Officer

Verbal complaints will be accepted and transcribed by the Title VI Officer. To make a verbal complaint, call 1-800-347-8628 and ask for the Title VI Officer. You also have the right to file your complaint with the United States Department of Transportation (USDOT), a federal or state agency, or a federal or state court.

Should a complaint be filed with SunLine and an external entity simultaneously, the external complaint may supersede the complaint to SunLine and the internal complaint procedures will be suspended pending the external entity's findings.

Investigations

Within 15 working days of receipt of the formal complaint, the Title VI Officer will notify the complainant and begin an investigation (unless the complaint is filed with an external entity first or simultaneously). The investigation will address complaints filed against transit service offered by SunLine and will include discussion(s) of the complaint with all affected parties to determine the problem. The complainant may be represented by an attorney or other representative of his/her own choosing and may bring witnesses and present testimony and evidence in the course of the investigation.

The investigation will be conducted and completed within 60 days of the receipt of the formal complaint. The complainant will receive a letter stating the final decision of the General Manager by the end of the 60-day time limit. The complainant shall be notified of his/her right to appeal the decision. Appeals may be made to the Department of Transportation.

Board of Directors

SunLine Transit Agency is a Joint Powers Authority, a public agency created by the nine cities of the Coachella Valley and Riverside County. Each of these member entities appoints one of its elected officials to serve on the SunLine Board.

**Board Meetings**

The SunLine Transit Agency Board of Directors usually meets 10 times each year. Noon on the fourth Wednesday of the month is the usual time for the regular meetings. The July and August meetings are combined and usually held on the last Wednesday in July, and the November and December meetings are combined and usually held on the first Wednesday in December. Special Meetings may be called by the Chairman as they are needed.

The current sitting Vice-Chair assumes the position of Chairman at the beginning of July 1 and a new Vice-Chair is elected. Both serve for annual terms. The Chair and Vice-Chair are selected from among the Board Members appointed by the member entities.

Board Committees

Committees usually meet prior to the Board Meetings on Wednesday mornings at various times. Sometimes circumstances require different meeting times and these are set on an as needed basis. The standing committees of the Board are:

Chairman's Executive Committee composed of the Chair, Vice-Chair and two additional members. Meets as needed to assess opportunities or concerns facing the Agency.

Finance Committee meets each month prior to the Board Meeting to review checks issued, new contracts, monthly budget reports and give direction on any financial matters.

Personnel - Loss Review Committee meets each month prior to the Board Meeting to review claims, litigation or personnel issues and give direction to staff.

Taxi Committee meets as needed to review topics concerning the regulation of taxicabs, a function of SunLine Services Group and administered by the SunLine Regulatory Administration.

Marketing Committee meets as needed to discuss marketing of transit services or marketing aspects of the bus shelter program or bus wraps.

Board Members

Steve Pougnet, Chairman
Palm Springs

Eduardo Garcia, Vice-Chair
Coachella

Yvonne Parks
Desert Hot Springs

Bud England
Cathedral City

G. Dana Hobart
Rancho Mirage

Robert Spiegel
Palm Desert

Bill Powers
Indian Wells

Don Adolph
La Quinta

Glenn Miller
Indio

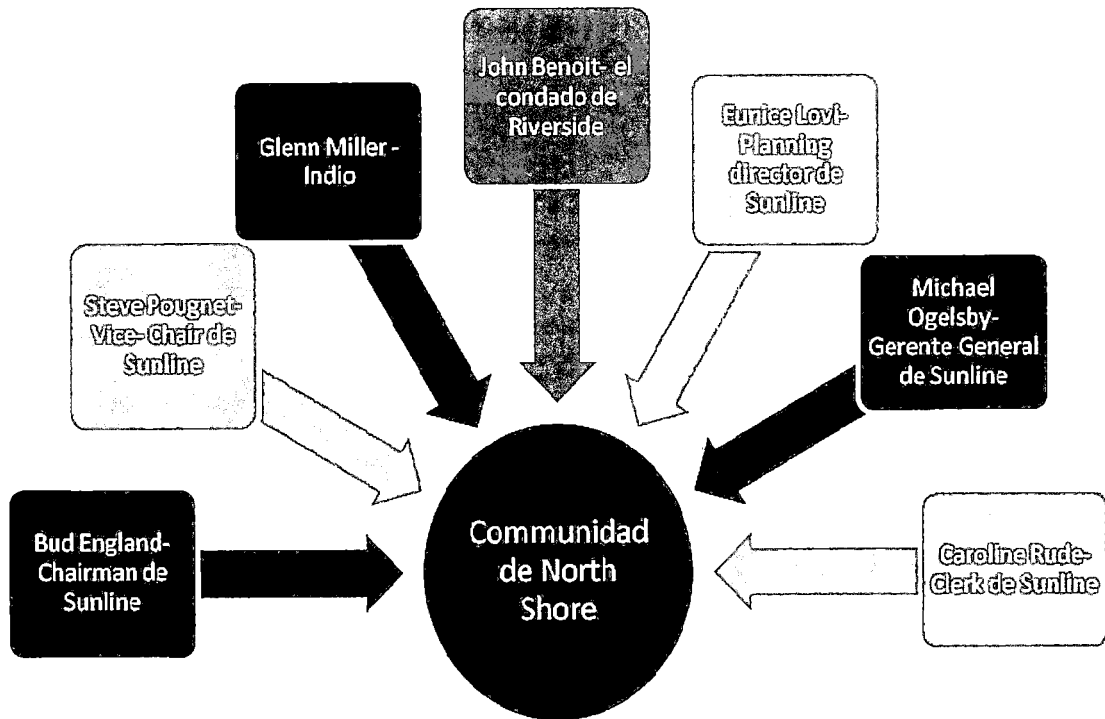
John J. Benoit
Riverside County

NOTE: All correspondence to above should be addressed to Carolyn Rude, Clerk of the Board, SunLine Transit Agency, 32-505 Harry Oliver Trail, Thousand Palms, CA 92276.

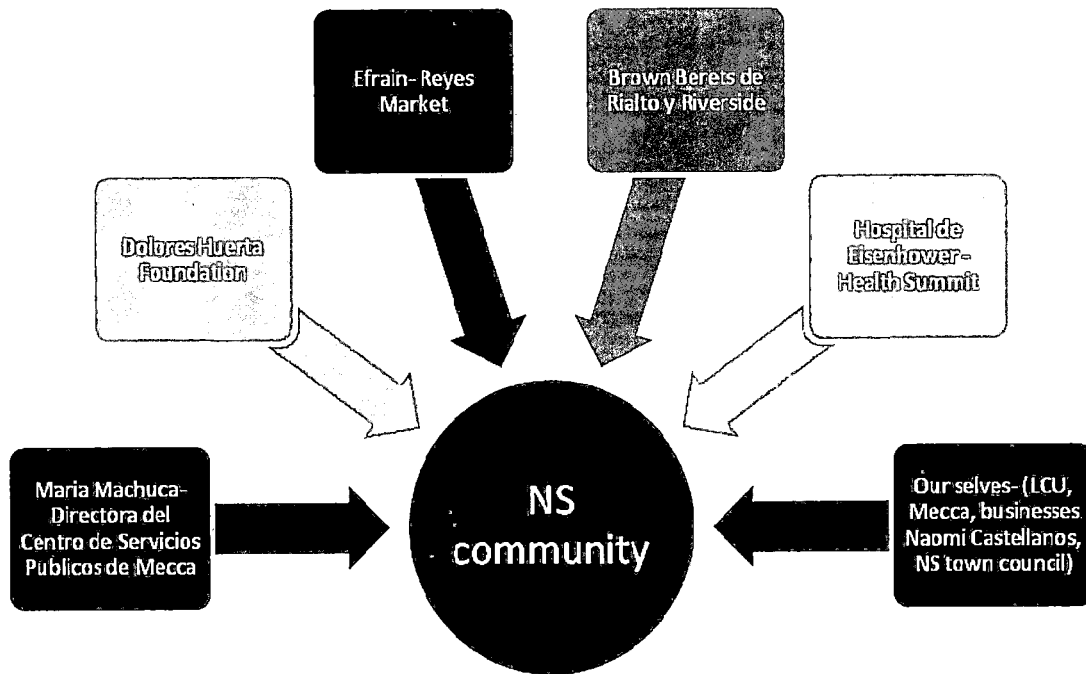
Reference

(2010) *Sunline Transportation Agency*. Retrieved from <http://www.sunline.org/>
Reprinted from the SunLine Transit Agency Website

NS Community Opponents



NS Community Allies



APPENDIX D
INFORMED CONSENT



College of Social and Behavioral Sciences
School of Social Work

Informed Consent

This study in which you are asked to participate is designed to investigate barriers to transportation. This study is being conducted by Katrina Millet and Lisa Otero, MSW students, under the supervision of Teresa Morris, Professor of Social Work, California State University, San Bernardino. This study has been approved by the Institutional Review Board, California State University, San Bernardino.

In this study you will be invited to discuss issues of transportation and decide on any activity (ies) in response to transportation issues.

Your participation in this study is completely voluntary. You are free to decline to answer any questions and may withdraw at any time without penalty. Although exact consequences are unknown, participation in public events may identify individuals as undocumented persons, therefore leading to possible legal ramifications, and so you may choose not to attend public meetings where advocacy is taking place.

As a participant in this study, your confidentiality will be protected. Your full name will never be used on any document, notes, audiotape recordings and will not be revealed in the final published report. The Letter of Consent and all other collected data directly relating to your participation (documents, notes, or tape recordings) will be kept in a locked file cabinet for the duration of the study and will be destroyed once the study is completed. The survey data and contact data will be divided and stored separately between the researchers.

Participating in this research study will provide the County of Riverside, SunLine Transit Agency, Desert Alliance for Community Empowerment (DACE) and other entities with necessary information indicative of the transportation needs of North Shore residents.

If you have any questions or concerns about this study, please feel free to contact Dr. Teresa Morris at (909) 537-5561.

_____ I understand that this research will be audio recorded. Please place a check mark on the line.

909.537.5501 · 909.537.7029

5500 UNIVERSITY PARKWAY, SAN BERNARDINO, CA 92407-2393

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CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
INSTITUTIONAL REVIEW BOARD COMMITTEE
APPROVED 01/14/11 VOID AFTER 01/13/13
IRB# 10034 CHAIR *Maureen D. Wood, Ph.D.*



College of Social and Behavioral Sciences
School of Social Work

_____ By placing a check mark on the line, I acknowledge that I have been informed of, and that I understand the nature and purpose of this study, and I freely consent to participate. I also acknowledge that I am at least 18 years of age.

Today's date _____

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
INSTITUTIONAL REVIEW BOARD COMMITTEE
APPROVED 01/14/11 VOID AFTER 01/13/12
IRB# 10034 CHAIR Sharon J. Hord, Ph.D.

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Informacion de Consentimiento

La investigacion en el cual atentamente se le pide su colaboracion esta disenada para investigar las barreras a la transportacion. La investigacion esta dirigida por Katrina Millet and Lisa Otero, estudiantes que cruza su Maestria en la profesion de Trabajadora Social, supervisada por Teresa Morris, Profesora de Trabajo Social, la cual ejerce en la Universidad Del Estado, San Bernardino California. Esta investigacion ha sido aprobado por La Institucion Review Board, de la Universidad Del Estado, San Bernardino California.

Durante de la investigacion Ud. estara invitado a participar en discusiones sobre temas de transportacion y actividades que responden a los temas de transportacion.

Su participacion es totalmente voluntaria. Usted puede negar de constestar cualquier pregunta cuando usted lo requiera sin ninguna penalidad contra usted. Aunque riesgos exactos no estan conocidos, participacion en eventos publicos pueden identificar individuals como personas sin documentos, y ramificaciones legales, y usted puede elegir no asistir reuniones publicas de advocacy.

Como participacion en este studio, su confidencialidad sera protegida. Su nombre complete nunca sera usado en ningun documento, apuntes, audio grabacion, y nunca sera revelado en el reporte final. Esta Informacion de Consentimiento y otra informacion que se relaciona con su participacion (documentos, apuntes, o audio grabaciones) estara guardada en un archive asegurado por la duracion de la investigacion y estara destruido cuando es studio se finalice. La informacion de la encuesta y informacion de contactos estara dividido y guardado entre las investigadoras.

Su participacion en la investigacion **provenirara** El Condado de Riverside, La Agencia de Transportacion de SunLine, the Desert Alliance for Community Empowerment (DACE) y otras **entidades** con informacion **invaluable** indicativa de las necesidades de la transportacion de los habitantes de North Shore.

Si usted tiene cualquier pregunta sobre algun aspecto de este estudio, por favor sentase libre de llamar a Dra. Teresa Morris al (909) 537-5561.

_____ Entiendo que el studio estara audio grabado. Por favor marca con una paloma.

909.537.5501 • 909.537.7029

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IRB# 10034 CHAIR *Theresa Morris, Ph.D.*



College of Social and Behavioral Sciences
School of Social Work

_____ Al marcar una paloma en esta linea, yo me doy por informado y comprendo la naturaleza de esta investigacion y voluntariamente participo en ella. Yo declare que soy mayor de 18 anos de edad.

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
INSTITUTIONAL REVIEW BOARD COMMITTEE
APPROVED 01/14/11 VOID AFTER 01/13/12
IRB# 10034 CHAIR Marion D. Ward, Ph.D.

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APPENDIX E
DEBRIEFING STATEMENT



College of Social and Behavioral Sciences
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Debriefing Statement

Thank you for your participation in this research study. The study you have just completed sought to explain the primary forces in place that prevent the community of North Shore from having sustainable transportation. We are particularly interested in the relationship between community members of North Shore as well as governing entities and SunLine Transit Agency.

If you have any questions about the study, please feel free to contact Teresa Morris at (909) 537-5561. If you would like to obtain a copy of the results of this study, please contact Professor Teresa Morris at (909) 573-5561, one will be available after June 30, 2010. A copy of this study will also be available in the Pfau Library at California State University, San Bernardino after September 30, 2010.

909.537.5501 · 909.537.7029

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College of Social and Behavioral Sciences
School of Social Work

Declaracion de Interrogatorio

Gracias por su participación en este estudio de investigación. El estudio que ha completado intentará explicar las razones de por qué la comunidad de North Shore no tiene transporte sostenible. Estamos interesados en la relación entre miembros de la comunidad de North Shore y entidades gobernantes y la Agencia de tránsito de SunLine.

Si tiene alguna pregunta sobre el estudio, no dude en ponerse en contacto con Teresa Morris al (909) 537-5561. Puede ver los resultados del estudio en la biblioteca de PFau tras el 30 de septiembre de 2011. Para obtener la biblioteca dirección por favor llame (909) 537-5561.

909.537.5501 · 909.537.7029

5500 UNIVERSITY PARKWAY, SAN BERNARDINO, CA 92407-2393

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APPENDIX F

PETITION

The North Shore Public Transportation Dilemma

To the Municipal officers of the unincorporated town of North Shore and the SunLine Transit Agency board members:

Petition summary: The unincorporated town of North Shore is an isolated desert community that is void of virtually all infrastructural services. Specifically, the town lacks a public transportation service that would allow for North Shore residents to have access to public social services such as medical, mental health, and dental; in addition to having access to shopping centers, schools, employment, and recreational opportunities through affordable public transportation.

Action petitioned for: We seek your support for our proposal that would establish a public transportation network in the North Shore community to be implemented by the SunLine Transit Agency. The transit service will provide logistical aid to all community members exhibiting a need for mobility within their community, as well as to and from their community from surrounding areas. The establishment of such services will provide a logistical means by which the North Shore community members can become active participants within their community and in surrounding areas

We, the undersigned, endorse the above and respectfully demand that the issue be considered, addressed and resolved in a timely manner as it is a true investment in human needs and will serve in the betterment of the quality of life for the North Shore people. We thank you for your time and thoughtful consideration on this urgent matter.

	printed name nombre escrito	address direccion (opcional)	signature firma	date fecha
1.	_____	_____	_____	_____
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6.	_____	_____	_____	_____
7.	_____	_____	_____	_____

El Dilema del Transporte Publico de North Shore

Dirigido a los oficiales del municipio de la ciudad no incorporada de North Shore y a los miembros de la Junta de la Agencia de Tránsito de SunLine:

Resumen de la petición: La ciudad no incorporada de North Shore es una comunidad aislada del desierto que está desprovista de prácticamente todos los servicios de infraestructuras. Específicamente, el pueblo hace falta del servicio de transporte público que permitiría a los residentes de North Shore a tener acceso a los servicios sociales públicos tales como la salud mental, médica y dental; Además de tener acceso a centros comerciales, escuelas, empleo y oportunidades recreativas a través de transporte público económico.

Acción requerido: Buscamos el apoyo de nuestra propuesta que establecería una red de transporte público en la comunidad de North Shore que sera aplicadas por la Agencia de Tránsito de SunLine. El servicio de tránsito proporcionará ayuda logística a todos los miembros de la comunidad exhibiendo una necesidad de movilidad dentro de su comunidad y de su comunidad a areas cercanos. El establecimiento de tales servicios proporcionará medios logísticos mediante el cual los miembros de la comunidad de North Shore pueden convertirse en participantes activos en su comunidad y en las zonas circundantes.

Nosotros, los abajo firmantes, de acuerdo con lo anterior y respetuosamente exigen que la cuestión se examinó, dirigida y resolver de manera oportuna, ya que es una verdadera inversión en las necesidades humanas y servirá en el mejoramiento de la calidad de vida para el pueblo del North Shore. Le damos las gracias por su consideración de tiempo y serio sobre este problema urgente.

	printed name nombre escrito	address direccion (opcional)	signature firma	date fecha
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APPENDIX G

LETTER TO ASSEMBLY MEMBER MANUAL PEREZ



College of Social and Behavioral Sciences
School of Social Work

February 22, 2011

The Honorable V. Manuel Perez
Assemblymember, Eightieth District
Chair Jobs, Economic Development, and the Economy

District Office 45-677 Oasis Street
Indio, Ca 3428004
(760) 342-8047
Fax: (760) 342-8704

Dear Assembly Member Manuel Perez:

I am, a social work student at California State University San Bernardino and I am writing on behalf of the residents of North Shore, California to invite you to a community meeting regarding the current transportation situation in the North Shore community. I have been working with the North Shore community with my fellow student Lisa Otero to identify and articulate their transportation issues. The community members are very interested in meeting with you. They were disappointed that they missed you during your most recent visit to the area but are hoping that you would be willing to come back again and meet with them. As you are a leader in supporting community health and safety, the residents of North Shore would be honored to have you attend and speak at their community meeting. Currently, the absence of transportation leaves the residents of North Shore without access to public social services such as medical, mental health, and dental, in addition they lack access to shopping centers, schools, employment and recreational opportunities.

909.537.5501 · 909.537.7029

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College of Social and Behavioral Sciences
School of Social Work

The community meeting will take place on, March 19, 2011 at 1pm at North Shore Beach & Yacht Club located at 99155 Sea View Drive, Mecca, CA 92254. The community members will be happy to have you speak about any issues you find relevant to the community and address their questions and concerns.

Please call me with any questions or comments you may have about this event at (909) 999-0909 or causaunida@yahoo.com. I will call your office next week to follow up and provide you with more information.

Thank you again for your support. I look forward to hearing from you in the near future.

Sincerely,
Katrina Millet
MSW Student
California State University San Bernardino

909.537.5501 · 909.537.7029

5500 UNIVERSITY PARKWAY, SAN BERNARDINO, CA 92407-2393

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APPENDIX H
OPEN CODE DEFINITIONS

Open Code Definition List

- Accountability** - being held responsible and/or accepting responsibility for one's action
- Action planning** - preparation for future active responses to an issue
- Active community participation** - community members taking active initiative in the project's construction
- Anger** - a strong emotion of displeasure in response to a wrong doing
- Brainstorming** - the formulation of and sharing of ideas
- Community unity** - community members coming together in a show of support
- Cultural competence** - being aware of cultural differences and ???
- Confidence** - possessing a positive self image
- Defeat** - being vanquished or overcome by a force greater than you
- Determination of a need** - evidence of a resource need
- Ethnic alliance** - forging a positive relationship with someone on the basis of cultural similarities in hopes of gaining support
- Fear** - an emotion of being afraid aroused from a possible impending danger
- Historical problem insight** - a chronological knowledge of a problem's origin, existence, and manifestation.
- Hope** - positive expectations
- Identity awareness** - having knowledge and understanding of one's cultural heritage and affiliating with that cultural heritage
- Inclusion** - accepting of others and affiliating with others despite differences
- Intra-ethnic exclusion** - maintaining separateness and distinctions within homogeneous cultural heritage on the basis of bi-lingualism, acculturation, and community status.
- Inter-ethnic exclusion** - maintaining separateness and distinction throughout heterogeneous cultural heritage on the basis of ethnic affiliation, language, class, and socioeconomic status.
- Political exclusion** - maintaining separateness and distinction within a society based on knowledge of the system and power affiliations.
- Isolation** - separateness due to geographic distance
- Knowledge seeking** - the want to acquire information about a particular topic
- Lack of community participation** - apathy in community involvement
- Lack of cultural competence** - a deficiency in knowledge of cultural norms, language, traditions, of an ethnic group.
- Lack of resources** - a deficiency in having access to various resources
- Lack of support** - not having the financial or emotional contributions of others

Organizational alliance - forging a positive relationship with an institution in hopes of gaining support for an issue

Organization accountability - an institution taking responsibility for actions needed to resolve an issue

Organizational power - an institution's ability to demonstrate its position of authority over an individual or community

Organization - institution

Otherness - a perception of difference by one group of another group

Political control - a person's ability to manipulate situations on the basis of their position of authority

Political power - a person's ability to demonstrate their position of authority over others

Political rhetoric - jargon that has little or no substantial meaning that is used by politicians to confuse, exhaust, or placate listeners

Problem identification - acknowledging a concern or an issue's existence

Problem insight - knowledge of an issue's dynamics within a specific context

Problem solving - potential solutions of an issue

Proliferation of a problem - the extent to how and whom an issue affects within a community

Resilience - the ability to persevere in the face of obstacles or difficulties

Resource control - the unjust management and appropriation of resources

Support - emotional and financial contributions based on shared sentiments and visions

Systemic distrust - being skeptical of and having doubts that social and legal systems are well intended

Unity - the coming together of one or more people that share a common vision or sentiment

APPENDIX I
PUBLIC RELATIONS MATERIAL

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*** ONE-DAY CASINO TURNAROUND ***



**\$27.50
PER PERSON**

PRIMM, STATELINE:

**BUFFALO BILL'S
WHISKEY PETE'S
SHOPPING !!!**

**LUXURY MOTORCOACH
TRIP INCLUDES BUFFET**

SATURDAY, OCTOBER 30, 2010

*** ONE-DAY CASINO TURNAROUND ***



**\$27.50
PER PERSON**

PRIMM, STATELINE:

**BUFFALO BILL'S
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SHOPPING !!!**

**LUXURY MOTORCOACH
TRIP INCLUDES BUFFET**

SATURDAY, OCTOBER 30, 2010

Junta Comunitaria

La Comunidad en La Acción
¡Traigamos el Transporte Público a North Shore!

**¡Necesitamos
SU ayuda!**

Sábado 5 de Febrero 2011
Tiempo: 1-3 p.m.



Un Manatí! En El Desierto
99241 Access Dr
North Shore, CA 92254

CONTACTO:
LISA O. KATIRJA
951/760-0828
Email: CAUSA@NORTHSHORE.COM

Junta Comunitaria

La Comunidad en La Acción
¡Traigamos el Transporte Público a North Shore!

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99241 Access Dr
North Shore, CA 92254

CONTACTO:
LISA O. KATIRJA
951/760-0828
Email: CAUSA@NORTHSHORE.COM

iHaganse Escuchar!

El Representante de Asamblea

CARLOS GONZALEZ

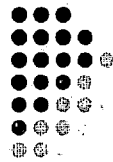
Y

El Alcalde de Coachella/Vice-Presidente

EDUARDO GARCIA

ESTARAN PRESENTE

Para dirigir una platica sobre la falta de
transporte publico en North Shore



**Sábado 19 de
Marzo 2011**

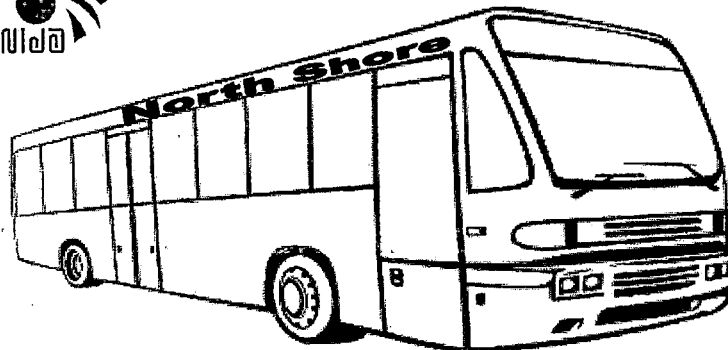
Tiempo: 1-3

Traído a usted por: La Causa Unida

Cuando: Sábado 19 de Marzo 2011

Tiempo: 1-3 p.m.

Donde: North Shore Beach & Yacht Club
99155 Sea View Dr, North Shore, CA 92254



E-MAIL: CAUSAUNIDA@YAHOO.COM

NEWS RELEASE

CALIFORNIA STATE UNIVERSITY SAN BERNARDINO MSW STUDENTS

P.O. BOX 1392

Fontana, CA 92334

(951) 999-0909

FOR IMMEDIATE RELEASE

FOR FURTHER INFORMATION CONTACT:

Lisa Renee Otero (951) 999-0986

(day/night)

March 14, 2011

CALIFORNIA STATE UNIVERSITY SAN BERNARDINO MSW STUDENTS TO
HOST COMMUNITY MEETING IN NORTH SHORE, CA

California State San Bernardino University MSW Students, will host a free community meeting at the North Shore Beach & Yacht Club located at 99155 Sea View Drive, North Shore, CA 92254 on Saturday, March 19 from 1:00 pm to 3:00 pm. Senior Field Representative Assembly-Member 80th District Carlos Gonzales and The Mayor of Coachella who is also the Vice Chair of Sunline Transit Agency Eduardo Garcia will be present to discuss the lack of public transportation in North Shore. The people in this area have no access to public transportation; not even people with disabilities. The goal is for North Shore residents to have access to public social services such as medical, mental health, and dental, in addition to having access to shopping centers, schools, employment and recreational opportunities through affordable public transportation in the North Shore community.

The Students will continue to work with community members to organize, empower and to take demonstrative steps toward reaching their goal of establishing sustainable public transportation in the North Shore community.

Bringing Public Transportation to North Shore

¡La Causa Unida, Estamos Aquí!

We are Master of Social Work students at California State University, San Bernardino

OUR GOAL

Is for North Shore residents to have access to public social services such as medical, mental health, and dental; in addition to having access to shopping centers, schools, employment, and recreational opportunities through affordable public transportation in the North Shore community.



We Need Your HELP
TOGETHER we can make changes

Visit us at www.myspace.com/causaunida
Or contact us at: causaunida@yahoo.com or at (951) 906-7086

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ASSIGNED RESPONSIBILITIES PAGE

This was a two-person project where authors collaborated throughout. However, for each phase of the project, certain authors took primary responsibility. These responsibilities were assigned in the manner listed below.

1. Data Collection:

Team Effort: Lisa Otero & Katrina Millet

2. Data Entry and Analysis:

Team Effort: Lisa Otero & Katrina Millet

3. Writing Report and Presentation of Findings:

- a. Introduction and Literature

Team Effort: Lisa Otero & Katrina Millet

- b. Methods

Team Effort: Lisa Otero & Katrina Millet

- c. Results

Team Effort: Lisa Otero & Katrina Millet

- d. Discussion

Team Effort: Lisa Otero & Katrina Millet